

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 12, 1980

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS		AUDIENCES	
RANK	PROGRAM	% U.S.	NO. (000)
1	NAT'L LEAGUE CHAMP GM 5(S)	27.8	21,630
2	PLAYING FOR TIME(S)	26.2	20,380
3	J.CARSON ANNIVERSARY SPEC(S)	25.6	19,920
4	REAL PEOPLE	23.7	18,440
4	60 MINUTES	23.7	18,440
6	DUKES OF HAZZARD	23.5	18,280
7	LITTLE HOUSE-PRAIRIE	23.4	18,210
7	NAT'L LEAGUE CHAMP GM 4(S)	23.4	18,210
9	ABC SUNDAY NIGHT MOVIE#	21.9	17,040
9	AMER. LEAGUE CHAMP GM 2(S)	21.9	17,040
11	NAT'L LEAGUE CHAMP GM 1(S)	21.6	16,800
12	BIG EVENT	21.3	16,570
12	NAT'L LEAGUE CHAMP GM 2(S)	21.3	16,570
14	NAT'L LEAGUE CHAMP POST(S)	21.2	16,490
14	NBC THURSDAY NIGHT MOVIES	21.2	16,490
16	AMER. LEAGUE CHAMP GM 3(S)	20.5	15,950
16	CASTAWAYS-GILLIGANS ISLND(S)	20.5	15,950
16	DALLAS	20.5	15,950
16	THAT'S INCREDIBLE	20.5	15,950
20	MEN WHO RATE A '10'(S)	20.4	15,870
20	TO FIND MY SON(S)	20.4	15,870
22	NBC MOVIE OF THE WEEK	19.8	15,400
23	NFL MONDAY NIGHT FOOTBALL	19.6	15,250
24	NBC TUESDAY NIGHT MOVIE	19.4	15,090

HOUSEHOLDS		AUDIENCES	
RANK	PROGRAM	% U.S.	NO. (000)
CONT'D			
25	PERFECT MATCH(S)	19.3	15,020
26	CHIPS#	18.8	14,630
27	STEVE MARTIN SPECIAL(S)	17.9	13,930
28	LOVE BOAT SPECIAL(S)	17.8	13,850
29	M*A*S*H	17.5	13,620
30	LOVE BOAT	17.4	13,540

TOTAL PERSONS (2+)		AUDIENCES	
RANK	PROGRAM	% U.S.	NO. (000)
1	NAT'L LEAGUE CHAMP GM 5(S)	19.8	41,250
2	DUKES OF HAZZARD	18.5	38,560
3	ABC SUNDAY NIGHT MOVIE#	17.8	37,100
4	J.CARSON ANNIVERSARY SPEC(S)	17.5	36,570
5	PLAYING FOR TIME(S)	16.4	34,240
6	REAL PEOPLE	16.2	33,880
7	LITTLE HOUSE-PRAIRIE	16.0	33,300
8	CHIPS#	15.8	32,990
9	60 MINUTES	14.8	30,920
10	NAT'L LEAGUE CHAMP GM 4(S)	14.7	30,680
11	BIG EVENT	14.6	30,510
12	DALLAS	14.4	30,040
13	CASTAWAYS-GILLIGANS ISLND(S)	14.1	29,460
14	THAT'S INCREDIBLE	13.8	28,820
15	DISNEY'S WONDERFUL WORLD	13.6	28,470
16	NBC THURSDAY NIGHT MOVIES	13.3	27,820
17	LOVE BOAT SPECIAL(S)	13.2	27,580
18	TO FIND MY SON(S)	13.0	27,220
19	LOVE BOAT	12.9	26,880
20	NAT'L LEAGUE CHAMP GM 1(S)	12.8	26,640
21	AMER. LEAGUE CHAMP GM 3(S)	12.7	26,510
22	AMER. LEAGUE CHAMP GM 2(S)	12.6	26,390
23	MEN WHO RATE A '10'(S)	12.6	26,310
24	NAT'L LEAGUE CHAMP POST(S)	12.6	26,200

TOTAL PERSONS (2+)		AUDIENCES	
RANK	PROGRAM	% U.S.	NO. (000)
CONT'D			
25	NAT'L LEAGUE CHAMP GM 2(S)	12.5	26,150
26	NBC TUESDAY NIGHT MOVIE	12.5	26,090
27	PERFECT MATCH(S)	12.0	25,050
28	THOSE AMAZING ANIMALS	12.0	25,010
29	GAMES PEOPLE PLAY#	11.8	24,560

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NIELSEN AVERAGE AUDIENCE

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	PLAYING FOR TIME(S)	21.8	17,810
2	J.CARSON ANNIVERSARY SPEC(S)	21.8	17,760
3	LITTLE HOUSE-PRAIRIE	20.6	16,790
4	REAL PEOPLE	19.3	15,730
5	NAT'L LEAGUE CHAMP GM 5(S)	18.6	15,160
6	60 MINUTES	18.4	14,970
7	DUKES OF HAZZARD	18.2	14,830
8	DALLAS	17.8	14,530
9	NBC THURSDAY NIGHT MOVIES	17.5	14,250
10	BIG EVENT	17.5	14,230
11	TO FIND MY SON(S)	17.4	14,170
12	PERFECT MATCH(S)	17.2	14,040
13	MEN WHO RATE A '10(S)	17.2	13,990
14	LOU GRANT#	16.2	13,190
15	CASTAWAYS-GILLIGANS ISLND(S)	16.0	13,080
16	NBC TUESDAY NIGHT MOVIE	16.0	13,070
17	NBC MOVIE OF THE WEEK	15.6	12,730
18	CHIPS#	15.4	12,520
19	ED CLARK-PRES.-THU.(S)	14.5	11,820
19	LOVE BOAT	14.5	11,820
21	ABC SUNDAY NIGHT MOVIE#	14.3	11,650
22	JEFFERSONS	14.2	11,600
23	CARTER/MONDALE POLIT./WED(S)	14.2	11,560
24	ALL STAR FAMILY FEUD(S)	13.8	11,260

WOMEN (18+)

		AUDIENCES	
RANK	PROGRAM	% U.S.	NO. (000)
CONT'D			
25	LOVE BOAT SPECIAL(S)	13.7	11,130
26	NBC MONDAY NIGHT MOVIES#	13.5	10,990

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	NAT'L LEAGUE CHAMP GM 5(S)	28.6	21,000
2	NAT'L LEAGUE CHAMP GM 4(S)	21.2	15,540
3	AMER. LEAGUE CHAMP GM 3(S)	19.7	14,460
4	NAT'L LEAGUE CHAMP POST(S)	19.2	14,110
5	NAT'L LEAGUE CHAMP GM 1(S)	19.2	14,070
6	AMER. LEAGUE CHAMP GM 2(S)	19.0	13,910
7	NFL MONDAY NIGHT FOOTBALL	18.9	13,850
8	NAT'L LEAGUE CHAMP GM 2(S)	18.7	13,700
9	60 MINUTES	18.6	13,640
10	J.CARSON ANNIVERSARY SPEC(S)	18.2	13,320
11	ABC SUNDAY NIGHT MOVIE#	17.5	12,830
12	PLAYING FOR TIME(S)	16.7	12,220
13	CHIPS#	16.5	12,090
14	THAT'S INCREDIBLE	15.7	11,500
15	BIG EVENT	15.6	11,430
16	NAT'L LEAGUE CHAMP PRE 4(S)	15.5	11,350
17	NFL FOOTBALL GAME 2-NBC#	14.8	10,850
18	AMER. LEAGUE CHAMP PRE 2(S)	14.3	10,510
19	REAL PEOPLE	14.0	10,260
20	NAT'L LEAGUE CHAMP PRE 1(S)	13.8	10,140
21	DUKES OF HAZZARD	13.5	9,880
22	NFL FOOTBALL GAME 1-NBC	13.2	9,710
23	CBS NFL FOOTBALL GAME 1	13.0	9,550
24	NAT'L LEAGUE CHAMP PRE 2(S)	12.9	9,440

MEN (18+)

		AUDIENCES	
<u>RANK</u>	<u>PROGRAM</u>	<u>% U.S.</u>	<u>NO. (000)</u>
CONT'D			
25	AMER. LEAGUE CHAMP PRE 3(S)	12.8	9,410
26	LOVE BOAT SPECIAL(S)	12.6	9,220
27	NBC THURSDAY NIGHT MOVIES	12.5	9,160
28	MEN WHO RATE A '10'(S)	11.9	8,750
28	NBC MOVIE OF THE WEEK	11.9	8,750
30	CBS NFL FOOTBALL GAME 2#	11.7	8,580
31	PERFECT MATCH(S)	11.6	8,490
32	LITTLE HOUSE-PRAIRIE	11.6	8,480

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NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	J.CARSON ANNIVERSARY SPEC(S)	22.2	11,290
2	PLAYING FOR TIME(S)	20.6	10,470
3	BIG EVENT	19.6	9,960
4	DALLAS	18.3	9,320
5	DUKES OF HAZZARD	17.5	8,910
6	LITTLE HOUSE-PRAIRIE	17.5	8,880
7	ABC SUNDAY NIGHT MOVIE#	17.4	8,840
8	LOU GRANT#	17.0	8,620
9	CASTAWAYS-GILLIGANS ISLND(S)	16.9	8,590
10	MEN WHO RATE A '10'(S)	16.8	8,520
11	NAT'L LEAGUE CHAMP GM 5(S)	16.7	8,480
12	REAL PEOPLE	16.6	8,420
13	WIZ(S)	16.5	8,410
14	NBC THURSDAY NIGHT MOVIES	16.2	8,260
15	TO FIND MY SON(S)	16.1	8,210
16	CHIPS#	15.8	8,010
17	ED CLARK-PRES.-SUN.(S)	15.0	7,650
18	NBC MOVIE OF THE WEEK	14.9	7,600
19	STEVE MARTIN SPECIAL(S)	14.4	7,320
20	LOVE BOAT	14.4	7,300
21	PERFECT MATCH(S)	13.9	7,090
22	NBC TUESDAY NIGHT MOVIE	13.8	7,030
23	60 MINUTES	13.4	6,790
24	M*A*S*H	13.1	6,650

WOMEN 18-49

		AUDIENCES	
RANK	PROGRAM	% U.S.	NO. (000)
CONT'D			
25	ED CLARK-PRES.-THU.(S)	13.1	6,640
26	DISNEY'S WONDERFUL WORLD	12.9	6,570

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	28.3	7,030
2	LITTLE HOUSE-PRAIRIE	27.2	6,750
3	PERFECT MATCH(S)	23.9	5,940
4	REAL PEOPLE	22.8	5,650
5	PLAYING FOR TIME(S)	22.5	5,580
6	NAT'L LEAGUE CHAMP GM 5(S)	21.4	5,310
7	J.CARSON ANNIVERSARY SPEC(S)	21.3	5,280
8	ARCHIE BUNKER'S PLACE#	20.2	5,000
9	DUKES OF HAZZARD	19.9	4,930
10	ONE DAY AT A TIME#	19.6	4,860
11	NBC TUESDAY NIGHT MOVIE	18.7	4,650
12	NBC THURSDAY NIGHT MOVIES	18.7	4,630
13	ALICE	18.5	4,590
14	NAT'L LEAGUE CHAMP GM 4(S)	18.0	4,460
15	DALLAS	17.5	4,330
16	JEFFERSONS	17.4	4,310
16	TO FIND MY SON(S)	17.4	4,310
18	GAMES PEOPLE PLAY#	17.3	4,290
18	NAT'L LEAGUE CHAMP GM 1(S)	17.3	4,290
20	ALL STAR FAMILY FEUD(S)	16.4	4,060
20	CHILDREN OF AN LAC(S)	16.4	4,060
22	CBS EVENING NEWS-CRONKITE	16.1	3,990
23	MEN WHO RATE A '10'(S)	16.0	3,980
24	ED CLARK-PRES.-THU.(S)	15.9	3,940

WOMEN 55+

		AUDIENCES	
<u>RANK</u>	<u>PROGRAM</u>	<u>% U.S.</u>	<u>NO. (000)</u>
CONT'D			
25	NBC MONDAY NIGHT MOVIES#	15.7	3,900
26	LOVE BOAT	15.7	3,890

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MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	NAT'L LEAGUE CHAMP GM 5(S)	25.6	12,430
2	ABC SUNDAY NIGHT MOVIE#	20.8	10,110
3	NAT'L LEAGUE CHAMP GM 4(S)	18.7	9,090
4	NFL MONDAY NIGHT FOOTBALL	18.1	8,810
5	NAT'L LEAGUE CHAMP POST(S)	17.8	8,650
6	J.CARSON ANNIVERSARY SPEC(S)	17.7	8,610
7	AMER. LEAGUE CHAMP GM 3(S)	17.0	8,280
8	AMER. LEAGUE CHAMP GM 2(S)	16.4	7,980
9	NAT'L LEAGUE CHAMP GM 2(S)	16.1	7,840
10	BIG EVENT	16.0	7,790
11	NAT'L LEAGUE CHAMP GM 1(S)	15.8	7,690
12	CHIPS#	14.9	7,220
13	60 MINUTES	14.8	7,200
14	NFL FOOTBALL GAME 2-NBC#	14.8	7,170
15	THAT'S INCREDIBLE	14.2	6,900
16	PLAYING FOR TIME(S)	14.0	6,780
17	DUKES OF HAZZARD	13.1	6,380
18	CBS NFL FOOTBALL GAME 2#	13.0	6,300
19	NFL FOOTBALL GAME 1-NBC	12.9	6,290
20	NAT'L LEAGUE CHAMP PRE 4(S)	12.8	6,200
21	STEVE MARTIN SPECIAL(S)	12.5	6,060
22	WIZ(S)	12.3	5,990
23	AMER. LEAGUE CHAMP PRE 2(S)	12.0	5,820
24	NBC MOVIE OF THE WEEK	11.7	5,710

MEN 18-49

		AUDIENCES	
<u>RANK</u>	<u>PROGRAM</u>	<u>% U.S.</u>	<u>NO. (000)</u>
CONT'D			
25	CBS NFL FOOTBALL GAME 1	11.4	5,550
26	MEN WHO RATE A '10'(S)	11.1	5,410
27	THOSE AMAZING ANIMALS	11.0	5,350
28	NBC THURSDAY NIGHT MOVIES	11.0	5,330
29	LOVE BOAT SPECIAL(S)	10.6	5,170
30	ABC MOVIE SPECIAL(S)	10.6	5,160
31	DISNEY'S WONDERFUL WORLD	10.6	5,130
31	REAL PEOPLE	10.6	5,130

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	NAT'L LEAGUE CHAMP GM 5(S)	35.7	6,900
2	NAT'L LEAGUE CHAMP GM 4(S)	28.6	5,520
3	NAT'L LEAGUE CHAMP GM 1(S)	28.0	5,410
4	AMER. LEAGUE CHAMP GM 3(S)	26.3	5,080
5	NAT'L LEAGUE CHAMP GM 2(S)	25.6	4,950
6	60 MINUTES	25.3	4,890
7	AMER. LEAGUE CHAMP GM 2(S)	25.0	4,840
8	NAT'L LEAGUE CHAMP PRE 4(S)	23.8	4,600
9	NAT'L LEAGUE CHAMP POST(S)	23.5	4,540
10	NAT'L LEAGUE CHAMP PRE 1(S)	22.5	4,350
11	CHIPS#	21.6	4,180
12	NFL MONDAY NIGHT FOOTBALL	21.5	4,160
12	REAL PEOPLE	21.5	4,160
14	PLAYING FOR TIME(S)	21.3	4,110
15	AMER. LEAGUE CHAMP PRE 2(S)	20.7	4,000
16	AMER. LEAGUE CHAMP PRE 3(S)	20.3	3,920
17	GAMES PEOPLE PLAY#	19.5	3,770
18	LITTLE HOUSE-PRAIRIE	19.4	3,750
19	THAT'S INCREDIBLE	19.3	3,740
20	J.CARSON ANNIVERSARY SPEC(S)	19.1	3,690
21	NAT'L LEAGUE CHAMP PRE 2(S)	18.7	3,610
22	NAT'L WEST DIV. CHAMP(S)	18.2	3,510
23	NAT'L LEAGUE CHAMP GM 3(S)	17.8	3,440
24	LOVE BOAT SPECIAL(S)	16.3	3,150

MEN 55+

		AUDIENCES	
<u>RANK</u>	<u>PROGRAM</u>	<u>% U.S.</u>	<u>NO. (000)</u>
CONT'D			
25	PERFECT MATCH(S)	16.2	3,130
26	NBC THURSDAY NIGHT MOVIES	16.0	3,090
27	DUKES OF HAZZARD	15.9	3,080
28	BIG EVENT	15.3	2,960
29	REAGAN/BUSH POLITICAL-SAT(S)	15.3	2,950
30	AMER. LEAGUE CHAMP GM 1(S)	15.0	2,900
30	NBC TUESDAY NIGHT MOVIE	15.0	2,900
32	CBS NFL FOOTBALL GAME 1	15.0	2,890
33	ARCHIE BUNKER'S PLACE#	14.5	2,800
34	NBC MONDAY NIGHT MOVIES#	14.4	2,790
34	NFL FOOTBALL GAME 2-NBC#	14.4	2,790
34	TO FIND MY SON(S)	14.4	2,790
34	20/20#	14.4	2,790

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1980 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																	
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
										HOUSEHOLD AUDIENCES					WOMEN					MEN							
WK #	DAY	START TIME	DUR	NET	TYPE	PROG. COVERAGE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+		
EVENING CONT'D																											
AMER. LEAGUE	2 THU.	8.15P	192	ABC	SE		204	99	A	21.9	36	1704	1549	484	205	528	175	307	281	242	186	817	324	470	443	335	284
		8.30 - 9.00							A	19.3	32	1502	1602	475	202	551	171	314	307	250	204	809	313	450	419	331	299
		9.00 - 9.30							A	22.3	35	1735	1613	482	189	523	149	281	289	250	210	805	302	442	427	337	295
		9.30 - 10.00							A	23.2	35	1805	1599	475	187	510	146	266	262	236	211	829	316	466	451	345	297
		10.00 - 10.30							A	23.0	36	1789	1582	495	238	535	198	320	277	237	176	816	327	476	451	337	277
		10.30 - 11.00							A	22.8	37	1774	1515	505	215	533	198	333	289	237	161	815	352	490	461	313	257
		11.00 - 11.30							A	22.7	43	1766	1382	459	188	496	192	313	257	219	147	831	342	494	464	354	273
AMER. LEAGUE	2 FRI.	8.00P	15	ABC	SC		203	99	A	14.7	28	1144	1759	587	185	627	141	266	250	271	326	824	296	412	306	332	343
AMER. LEAGUE	2 FRI.	8.15P	218	ABC	SE		204	99	A	20.5	37	1595	1662	527	191	561	148	276	272	265	239	907	364	520	433	371	319
		8.30 - 9.00							A	18.5	32	1439	1667	536	163	589	144	254	246	255	294	800	301	406	333	322	322
		9.00 - 9.30							A	19.2	33	1494	1668	544	171	585	143	263	265	284	275	863	322	459	392	376	332
		9.30 - 10.00							A	17.8	30	1385	1668	539	170	570	148	242	243	267	285	905	367	507	415	365	342
		10.00 - 10.30							A	21.5	37	1673	1715	524	187	549	170	280	268	237	228	949	409	578	485	370	304
		10.30 - 11.00							A	23.0	41	1789	1682	532	210	564	173	303	279	246	221	967	425	592	508	374	298
		11.00 - 11.30							A	22.5	43	1751	1623	509	220	536	145	300	309	280	177	956	373	570	486	417	308
		11.30 - 12.00							A	23.5	51	1828	1600	519	211	530	112	280	296	302	191	936	354	538	440	389	337
ARCHIE BUNKER'S PLACE	2 SUN.	8.00P	30	CBS	CS		44	182	A	13.4	21	1043	1866	903	235	960	278	431	313	318	480	614	204	303	217	280	268
									B	19.9	33	1548															
BENSON	1 FRI.	8.00P	30	ABC	CS		9	196	A	12.7	24	988	1832	846	258	922	299	466	370	388	390	514	133	280	271	244	203
									B	12.1	25	941															
BIG EVENT	1 SUN.	9.00P	120	NBC	FV		4	203	A	21.3	32	1657	1841	752	343	860	363	602	527	377	193	689	299	470	388	305	179
	2 SUN.	9.14P	115				99	202	B	19.6	31	1525	1896	754	336	853	345	579	516	393	204	730	303	489	427	336	186
		9.00 - 9.30							A	21.1	31	1642	1927	775	363	842	374	586	505	352	185	759	329	513	424	334	202
		9.30 - 10.00							A	20.7	30	1610	1810	756	354	852	358	590	531	376	197	664	275	434	372	304	181
		10.00 - 10.30							A	21.8	33	1696	1840	750	328	853	349	598	526	383	193	698	306	481	391	304	180
		10.30 - 11.00							A	22.3	37	1735	1830	737	330	853	362	598	518	372	189	710	320	503	410	309	170
CARTER FOR PRESIDENT-THU(S)	1 THU.	10.56P	4	CBS	P		194	99	A	11.7	22	910	1638	619	351	708	258	431	380	309	226	696	262	418	383	308	213
CARTER FOR PRESIDENT-SAT(S)	1 SAT.	10.56P	4	CBS	P		192	99	A	12.0	25	934	1529	642	345	748	314	511	431	382	165	584	217	402	367	298	165
CARTER FOR PRESIDENT-FRI(S)	2 FRI.	10.56P	4	CBS	P		195	99	A	17.3	32	1346	1720	815	359	886	336	556	471	416	272	442	164	258	224	173	170
CARTER/MONDALE COMM. 1(S)	1 MON.	8.55P	4	ABC	P		184	96	A	14.9	22	1159	1764	674	235	716	267	445	376	356	192	667	251	410	354	291	212
CARTER/MONDALE COMM. 3(S)	1 THU.	10.56P	4	ABC	P		200	99	A	12.7	24	988	1607	619	187	734	265	407	346	331	255	733	293	439	360	260	259
CARTER/MONDALE COMM. 5(S)	1 SAT.	10.56P	4	ABC	P		199	99	A	13.6	28	1058	1802	584	275	669	341	449	344	212	182	556	232	300	314	211	183
CARTER/MONDALE COMM. 6(S)	1 SUN.	10.55P	5	ABC	P		198	99	A	11.0	20	856	1889	626	260	705	295	503	463	359	127	719	355	521	483	310	132

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1980 REPORT

PROGRAM NAME WK # DAY START TIME DUR NET TYPE										AUDIENCE COMPOSITION																												
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																												
										HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		WOMEN					MEN																	
										K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+												
																					TEENS (12-17)		CHILDREN (2-11)															
																					TOTAL	FEM.	TOTAL	6-11														
EVENING CONT'D																																						
CORVETTE SUMMER PT. 1(S)																																						
1 WED. 8.00P 60 CBS GD 99																																						
8.00 - 8.30																																						
8.30 - 9.00																																						
CORVETTE SUMMER PT.2(S)																																						
1 THU. 8.00P 60 CBS GD 99																																						
8.00 - 8.30																																						
8.30 - 9.00																																						
DALLAS																																						
1 FRI. 10.00P 60 CBS GD 99																																						
2 FRI. 10.00P 55																																						
10.00 - 10.30																																						
10.30 - 11.00																																						
DISNEY'S WONDERFUL WORLD																																						
1 SUN. 7.00P 60 NBC FV 99																																						
2 SUN. 7.14P 120																																						
7.00 - 7.30																																						
7.30 - 8.00																																						
8.00 - 8.30																																						
8.30 - 9.00																																						
DR. SEUSS-CAT IN THE HAT(S)																																						
1 MON. 8.30P 30 CBS EA 97																																						
DUKES OF HAZARD																																						
FRI. 9.00P 60 CBS CS 99																																						
9.00 - 9.30																																						
9.30 - 10.00																																						
ED CLARK FOR PRES. COMM(S)																																						
1 WED. 10.56P 4 ABC P 97																																						
ED CLARK FOR PRES. COMM(S)																																						
2 MON. 8.55P 4 ABC P 98																																						
ED CLARK-PRES.-THU.(S)																																						
2 THU. 10.55P 5 NBC P 99																																						
FANTASY ISLAND																																						
1 SAT. 10.00P 55 ABC A 99																																						
2 SAT. 10.00P 60																																						
10.00 - 10.30																																						
10.30 - 11.00																																						
FAST BREAK(S)																																						
1 THU. 9.00P 115 CBS FF 99																																						
9.00 - 9.30																																						
9.30 - 10.00																																						
10.00 - 10.30																																						
10.30 - 11.00																																						
FLINTSTONES																																						
FRI. 8.00P 60 NBC CE 95																																						
CONT'D																																						

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
WK # DAY		START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
															TOTAL	18-34	WOMEN 18-49		25-54	35-64	55+	TOTAL	18-34	MEN 18-49		25-54	35-64	55+																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
EVENING CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1980 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																			
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
										K E Y	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11			
WK #	DAY	START TIME	DUR	NET	TYPE	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. SHARE %	(0,000)		TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+			
EVENING CONT'D																													
NAT'L LEAGUE CHAMP POST(S)											197			A 21.2 51 1649	1589	603	213										81^ 32v	7v 7v	
2 SUN.		11.55P	11	ABC SC							98																		
NBC MAGAZINE											3 195 190			A 9.2 17 716	1563	685	204										99^ 21v	51^ 46^	
1 FRI.		10.00P	55	NBC DN							99 98			B 9.5 18 739	1525	671	212										92 14	50 42	
2 FRI.		10.00P	60																										
10.00 - 10.30														A 9.5 17 739	1552	680	208										103^ 22v	65^ 55^	
10.30 - 11.00														A 9.1 17 708	1538	680	194										92^ 20v	35v 35v	
NBC MONDAY NIGHT MOVIES											3 202			A 16.1 26 1253	1563	791	281										40v 21v	34v 21v	
2 MON.		9.00P	145	NBC FF							99			B 22.7 35 1766	1763	745	319										112 45	119 82	
9.00 - 9.30														A 17.6 26 1369	1618	771	283										76^ 51^	88^ 56^	
9.30 - 10.00														A 16.7 25 1299	1597	756	267										56^ 40v	63^ 38v	
10.00 - 10.30														A 15.9 25 1237	1541	810	277										26v 5v	4v 11	
10.30 - 11.00														A 15.5 26 1206	1527	800	266										19v 11	11 11	
11.00 - 11.30														A 14.7 29 1144	1497	826	311										12v 11	11 11	
NBC MOVIE OF THE WEEK											4 204 201			A 19.8 33 1540	1569	778	283										97 70^	80 42^	
WED.		9.00P	115	NBC FF							99 99			B 24.7 40 1922	1684	771	312										126 59	89 53	
9.00 - 9.30														A 20.3 33 1579	1666	795	289										130 85	123 69^	
9.30 - 10.00														A 19.8 32 1540	1595	782	285										88 71^	81 43^	
10.00 - 10.30														A 20.2 34 1572	1526	779	283										87 66^	62^ 32^	
10.30 - 11.00														A 18.7 33 1455	1474	759	276										69^ 51^	44^ 23^	
NBC NEWS UPDATE-M-F											10 181 183			A 18.8 30 1463	1779	773	252										154 89	295 174	
MTWTF		8.58P	1	NBC N							94 94			B 18.8 30 1463	1779	773	252										154 89	295 174	
1 TUE.		9.07P	1																										
2 TUE.		9.05P	1																										
NBC NEWS UPDATE-SAT.											2 186 186			A 11.0 20 856	1896	860	259										87^ 27v	208 104^	
1 SAT.		9.02P	1	NBC N							95 95			B 11.0 20 856	1896	860	259										87 27	208 104	
2 SAT.		9.07P	3																										
NBC NEWS UPDATE-SUN.											2 181 187			A 17.9 26 1393	2165	787	355										193 113	363 238	
1 SUN.		8.58P	1	NBC N							95 96			B 17.9 26 1393	2165	787	355										193 113	363 238	
2 SUN.		9.12P	1																										
NBC NIGHTLY NEWS-SAT.											1 143			A 6.3 13 490	1643	769	222^										47v 47v	92v 37v	
2 SAT.		6.30P	30	NBC N							85			B 6.3 13 490	1643	769	222										47 47	92 37	
NBC NIGHTLY NEWS-SUN.											1 131			A 8.1 15 630	1732	781	155^										58v 30v	114^ 69v	
1 SUN.		6.30P	30	NBC N							77			B 8.1 15 630	1732	781	155										58 30	114 69	
NBC NIGHTLY NEWS											10 207 207			A 11.6 23 902	1579	741	210										66 32^	113 74	
M-F		6.30P	30	NBC N							99 99			B 11.6 23 902	1579	741	210										66 32	113 74	
NBC SATURDAY NIGHT MOVIES											4 204 203			A 12.4 23 965	1915	861	222										89^ 20v	187 103^	
1 SAT.		8.00P	180	NBC FF							99 99			B 13.9 26 1081	1930	825	249										104 35	210 117	
2 SAT.		8.00P	175																										
8.00 - 8.30														A 10.5 19 817	1939	870	211										97^ 33v	240 153	
8.30 - 9.00														A 11.7 22 910	1964	873	210										105^ 20v	229 137	
9.00 - 9.30														A 12.4 23 965	1936	844	217										91^ 22v	201 100^	
9.30 - 10.00														A 12.9 23 1004	1890	828	237										85^ 19v	198 86^	
10.00 - 10.30														A 13.8 26 1074	1871	867	232										81^ 17v	144 80^	
10.30 - 11.00														A 13.7 27 1066	1850	872	219										81^ 15v	123 72^	

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17	WK 18	WK 19	WK 20	WK 21	WK 22	WK 23	WK 24

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										AUDIENCE COMPOSITION																	
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	MEN					TOTAL	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11					
											AVG. AUD. SHARE %	AVG. AUD. (0,000)			18-34	18-49	25-54	35-64	55+								
EVENING CONT'D																											
TAXI 44 203										A 15.3 23 1190	1642	648	346	769	376	496	433	275	214	517	284	367	295	151^132^	163^102^	193^ 119^	
1 TUE. 9.30P 30 ABC CS 99										B 21.2 34 1649																	
THAT'S INCREDIBLE 20 194 195										A 20.5 31 1595	1807	614	235	657	215	372	361	316	217	721	276	431	385	298	235	195 57^ 234 166	
MON. 8.00P 53 ABC PV 96 98										B 19.6 32 1525																	
8.00 - 8.30										A 19.8 31 1540	1819	615	242	662	220	371	354	311	222	720	276	431	383	297	235	190 53^ 247 174	
8.30 - 9.00										A 21.3 32 1657	1804	615	229	656	211	375	368	325	214	724	278	437	389	303	235	201 62^ 223 156	
THOSE AMAZING ANIMALS 4 189 173										A 15.2 26 1183	2114	728	322	839	348	537	437	332	252	695	247	452	410	338	196	206 96^ 374 240	
SUN. 7.00P 60 ABC PV 97 95										B 14.2 25 1105	2101	716	287	815	309	506	431	347	258	668	250	435	393	311	187	228 116 390 262	
7.00 - 7.30										A 14.2 25 1105	2101	730	326	865	353	537	424	338	275	675	234	418	391	336	202	192 87^ 369 233	
7.30 - 8.00										A 16.1 27 1253	2128	726	318	815	345	538	445	327	232	715	261	481	426	339	194	218 105 380 246	
THREE'S COMPANY 47 204										A 15.8 24 1229	1777	658	329	778	345	501	409	284	227	501	256	352	281	180^126^	177^100^	321 200	
1 TUE. 9.00P 30 ABC CS 99										B 24.0 38 1867																	
THREE'S COMPANY SPECIAL(S) 195										A 15.5 25 1206	1914	614	261	710	290	447	386	261	213	517	261	345	298	178^138^	247 156^	440 289	
1 TUE. 8.00P 30 ABC CS 98																											
TIM CONWAY SHOW 4 186 191										A 13.6 25 1058	1723	662	256	760	207	367	362	367	324	551	170	339	343	295	179	154 102^ 258 168	
SAT. 8.00P 30 CBS CV 98 99										B 13.5 26 1050	1894	702	232	784	225	392	374	366	333	587	192	358	362	306	191	167 86 356 248	
TO FIND MY SON(S) 187										A 20.4 31 1587	1715	848	304	893	339	518	470	407	271	498	194	282	245	206	177	191 126^ 133^ 111^	
2 MON. 9.00P 120 CBS FF 99										A 19.0 28 1478	1851	842	323	902	354	539	489	403	261	520	209	302	253	228	180	213 139^ 216 170	
9.00 - 9.30																											
9.30 - 10.00										A 20.6 30 1603	1691	847	312	889	343	505	457	397	279	485	182	272	244	213	176	179 121^ 138^ 111^	
10.00 - 10.30										A 21.0 33 1634	1664	861	299	899	336	524	468	411	271	479	186	268	241	188	168	180 120^ 106^ 98^	
10.30 - 11.00										A 21.2 35 1649	1640	834	278	871	322	495	456	401	272	498	196	278	238	194	177	191 125^ 80^ 72^	
TRAPPER JOHN, M.D. 39 186										A 12.0 18 934	1539	815	245^	884	271	447	470	442	323	487	164^	209^183^	245^255	125^ 77^	43^ 40^		
2 SUN. 10.00P 55 CBS GD 98										B 19.6 33 1525																	
10.00 - 10.30										A 12.3 18 957	1561	834	240^	904	274	442	472	454	338	478	164^	209^178^	237^248	122^ 75^	57^ 51^		
10.30 - 11.00										A 11.5 18 895	1528	797	255^	868	271	457	470	429	310	504	169^	211^193^	254^264	129^ 81^	27^ 27^		
20/20 40 197										A 14.5 25 1128	1691	630	212	734	318	444	365	280	220	737	263	451	367	290	249	153^109^ 67^ 60^	
1 THU. 10.00P 55 ABC DN 99										B 17.6 30 1369																	
10.00 - 10.30										A 15.1 26 1175	1717	646	225	744	339	460	367	264	215	727	247	445	357	298	241	168^117^ 78^ 65^	
10.30 - 11.00										A 13.9 25 1081	1645	606	193^	717	286	417	360	302	227	747	283	461	378	278	255	129^ 98^ 52^ 52^	
VEGA\$ 40 193										A 14.9 28 1159	1736	755	252	804	309	455	399	286	280	590	220	354	297	236	212	174^ 56^ 168^ 93^	
1 WED. 10.00P 54 ABC PD 98										B 18.8 32 1463																	
10.00 - 10.30										A 14.7 27 1144	1736	740	261	793	312	463	392	280	269	592	224	361	302	237	205^	173^ 58^ 178^ 98^	
10.30 - 11.00										A 15.2 30 1183	1729	773	241	813	303	446	408	296	287	586	216	342	290	230	218	175^ 52^ 155^ 84^	
WIZ(S) 193										A 14.8 28 1151	2095	749	400	911	505	731	565	370	109^	624	390	519	373	194^ 84^	200^ 95^	360 247	
2 SAT. 8.30P 150 CBS FF 99																											
8.30 - 9.00										A 15.7 29 1221	2102	803	419	948	463	688	565	401	166^	595	257	440	401	269	116^	221 118^ 338 197	
9.00 - 9.30										A 15.1 27 1175	2129	751	347	886	507	711	530	347	113^	606	391	504	341	173^ 87^	190^ 90^	447 285	
9.30 - 10.00										A 14.5 26 1128	2112	731	394	904	539	759	549	346	86^	592	399	497	312	150^ 83^	205^ 93^	411 270	
10.00 - 10.30										A 14.9 28 1159	2063	731	417	924	530	778	598	374	78^	629	444	551	375	165^ 64^	209 87^	301 249	
10.30 - 11.00										A 14.0 28 1089	2040	714	422	889	494	716	588	375	93^	700	469	614	420	208^ 74^	158^ 76^	293 234	
WKRP IN CINCINNATI(B) 187										A 15.9 24 1237	1764	640	233	730	335	503	392	314	169^	535	244	373	326	226	131^	235 170^	264 172^
2 MON. 8.30P 30 CBS CS 98																											

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PROGRAM NAME										AUDIENCE COMPOSITION																		
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WK #	DAY	START TIME	DUR	NET	TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11		
											AVG. AUD. SHARE %	AVG. AUD. (0,000)			18-34	18-49	25-34	35-44	45-54	18-34	18-49	25-34	35-44	45-54				
LATE FRINGE CONT'D																												
POLICE WOMAN-WED.							1	167		A	3.4	21	265	1125	478^162^	486^257^	268^192^	181^184^		495^207^	260^109^	288^235^		144^	LT	LT	LT	
1 WED.		12.58A	11	ABC	OP		93			B	3.4	21	265	1125	478 162	486 257	268 192	181 184		495 207	260 109	288 235		144	LT	LT	LT	
POLICE WOMAN-THU.							2	165	168	A	3.4	24	265	928	392^222^	408^147^	234^ 98^	166^174^		520 94^	286^248^	365^193^		LT	LT	LT	LT	
1 THU.		12.57A	36	ABC	OP		93	93		B	3.4	24	265	928	392 222	408 147	234 98	166 174		520 94	286 248	365 193		LT	LT	LT	LT	
2 THU.		1.26A	18							A	3.5	23	272	882	434^221^	434^158^	221^ 63^	121^213^		448^	LT	242^294^	448^154^		LT	LT	LT	LT
1.00 - 1.30																												
REAGAN FOR PRES.-TUE-1130(S)								163		A	6.9	20	537	1330	637 233^	706 171^	397^453	447 253^		536 166^	298^265^	224^238^		50^	50^	38^	38^	
2 TUE.		11.30P	4	CBS	P		92																					
SATURDAY NIGHT							2	215	213	A	9.5	31	739	1595	534 278	610 324	479 331	231 86^		685 426	573 408	220 87^		234 99^	66^	62^		
1 SAT.		11.30P	88	NBC	GV		99	99		B	9.5	31	739	1595	534 278	610 324	479 331	231 86		685 426	573 408	220 87		234 99	66	62		
2 SAT.		11.30P	79																									
11.30 - 12.00										A	10.9	31	848	1656	574 287	637 313	452 339	241 131^		714 443	567 408	218 117^		211 87^	94^	79^		
12.00 - 12.30										A	9.6	33	747	1552	495 282	582 322	482 320	225 57^		668 418	570 397	217 75^		250 104^	52^	52^		
12.30 - 1.00										A	7.4	29	576	1585	635 317^	752 448	632 424	265^ 69^		604 389^	541 444	215^ 35^		204^ 58^	25^	25^		
TOMORROW SHOW-1							8	195	191	A	3.9	20	303	1274	633 188^	640 179^	317 334	313 247		562 195	314 295	264 207		62^	LT	LT	LT	
1 MON.		11.30P	30	NBC	CC		98	98		B	3.9	20	303	1274	633 188	640 179	317 334	313 247		562 195	314 295	264 207		62	LT	LT	LT	
TU-TH		12.30A	30																									
2 MON.		12.57A	30																									
TOMORROW SHOW-2							8	195	192	A	2.6	18	202	1074	559 108^	559 119^	232^292	272^247^		490 203^	317 296	198^164^		25^	LT	LT	LT	
1 MON.		12.00M	51	NBC	CC		98	98		B	2.6	18	202	1074	559 108	559 119	232 292	272 247		490 203	317 296	198 164		25	LT	LT	LT	
1 TUE.		1.00A	51																									
1 WED.		1.00A	48																									
1 THU.		1.00A	52																									
2 MON.		1.27A	45																									
2 TUE.		1.00A	58																									
2 WED.		1.00A	51																									
2 THU.		1.00A	47																									
12.00 - 12.30										A	5.3	21	412	1199	660 117^	660	LT	174^236^	352^424^		539^177^	306^275^	362^205^		LT	LT	LT	LT
12.30 - 1.00										A	4.1	20	319	937	517^ 94^	517^	LT	197^251^	251^266^		420^304^	420^363^	116^	LT	LT	LT	LT	
1.00 - 1.30										A	2.6	18	202	1059	579 119^	579 153^	277^351	312 203^		480 198^	302 281^	198^164^		LT	LT	LT	LT	
1.30 - 2.00										A	2.1	19	163	1031	423 55^	423 141^	172^172^	147^214^		527 183^	306^306^	160^221^		81^	LT	LT	LT	
TONIGHT SHOW							9	211	210	A	6.2	21	482	1320	623 200	643 203	338 333	302 234		555 201	333 298	283 181		116^	23^	LT	LT	
TU-F		11.30P	60	NBC	GV		99	99		B	6.2	21	482	1320	623 200	643 203	338 333	302 234		555 201	333 298	283 181		116	23	LT	LT	
2 MON.		11.57P	60																									
11.30 - 12.00										A	7.1	21	552	1397	643 205	667 220	350 341	321 240		585 192	347 325	323 193		140 21^	LT	LT	LT	
12.00 - 12.30										A	5.7	22	443	1251	592 203	613 188	331 327	289 217		542 218	332 286	254 170		96^	24^	LT	LT	
12.30 - 1.00										A	3.8	20	296	963	642^ 78^	642^189^	270^263^	213^284^		243^112^	112^ 58^	23^131^		78^	LT	LT	LT	
TUESDAY MOVIE-WEEK-PART 1							2	171	174	A	4.1	20	319	1066	398 116^	429 98^	279^248^	284^115^		615 198^	420 404	335^135^		22^	LT	LT	LT	
1 TUE.		11.50P	71	ABC	FF		94	95		B	4.1	20	319	1066	398 116	429 98	279 248	284 115		615 198	420 404	335 135		22	LT	LT	LT	
2 TUE.		12.05A	71																									
12.00 - 12.30										A	4.5	19	350	994	356 100^	365 31^	223^223^	292^111^		609 232^	429 385	311^137^		20^	LT	LT	LT	
12.30 - 1.00										A	3.7	20	288	1108	414^114^	476 157^	341^285^	270^101^		604 149^	385^403^	358^132^		28^	LT	LT	LT	
TUESDAY MOVIE-WEEK-PART 2							1	169		A	3.0	23	233	1082	597^211^	597^184^	382^266^	323^215^		485^	81^	296^360^	279^125^		LT	LT	LT	LT
2 TUE.		1.16A	13	ABC	FF		92			B	3.0	23	233	1082	597 211	597 184	382 266	323 215		485 81	296 360	279 125		LT	LT	LT	LT	

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																								
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)				
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL M.	TOTAL 6-11	TOTAL 2-11					
*WEEKDAY DAYTIME																																								
ABC	DAYTIME	NEWSBRIEF-M-F	10	174	171	A	8.3	31	646	1280	835	206	931	483	697	573	345	161	165	91	119	93	43	41	86	77	98	32	86	77	98	32	86	77	98	32				
M-F	1.57P	2 ABC N	93	92	B	8.3	31	646	1280	835	206	931	483	697	573	345	161	165	91	119	93	43	41	86	77	98	32	86	77	98	32	86	77	98	32					
ALICE-M-F			9	163	164	A	5.6	32	436	1362	678	187	798	291	496	454	376	231	288	111	196	141	151	88	63	25	213	65	63	25	213	65	63	25	213	65				
1	MTUWF	10.30A	30	CBS	CS	91	91	B	5.6	32	436	1362	678	187	798	291	496	454	376	231	288	111	196	141	151	88	63	25	213	65	63	25	213	65	63	25	213	65		
2	M-F	10.30A	30																																					
ALL MY CHILDREN			10	194	190	A	8.7	33	677	1325	859	228	951	480	705	578	361	168	178	95	123	102	49	49	94	84	102	33	94	84	102	33	94	84	102	33				
M-F	1.00P	60 ABC DD	99	98	B	8.7	33	677	1325	859	228	951	480	705	578	361	168	178	95	123	102	49	49	94	84	102	33	94	84	102	33	94	84	102	33					
1.00 - 1.30					A	8.4	32	654	1335	851	228	941	478	699	571	353	166	198	107	136	112	53	54	94	85	102	29	94	85	102	29	94	85	102	29					
1.30 - 2.00					A	9.0	34	700	1294	862	222	953	480	708	580	366	168	155	84	110	88	41	43	88	81	98	32	88	81	98	32	88	81	98	32					
AMER. LEAGUE CHAMP PRE 1(S)						200		A	8.2	30	638	1329	523	174	546	166	318	262	328	200	660	220	334	263	200	326	68	63	55	38	68	63	55	38	68	63	55	38		
2 WED.	2.30P	19 ABC SC	99																																					
AMER. LEAGUE CHAMP GM 1(S)						204		A	12.1	36	941	1328	431	137	469	111	244	211	247	205	675	206	338	260	296	308	114	59	70	62	114	59	70	62	114	59	70	62		
2 WED.	2.49P	199 ABC SE	99																																					
3.00 - 3.30					A	9.4	31	731	1298	522	160	535	182	325	261	257	200	653	218	320	219	228	333	98	64	12	12	98	64	12	12	98	64	12	12	98	64	12	12	
3.30 - 4.00					A	10.5	34	817	1259	504	160	533	156	336	266	291	187	604	175	315	219	260	289	89	45	33	33	89	45	33	33	89	45	33	33	89	45	33	33	
4.00 - 4.30					A	11.3	36	879	1243	366	118	425	82	220	200	227	187	671	216	368	265	305	288	94	42	53	53	94	42	53	53	94	42	53	53	94	42	53	53	
4.30 - 5.00					A	12.9	38	1004	1298	386	116	439	92	202	176	208	220	664	206	322	248	299	297	134	63	61	61	134	63	61	61	134	63	61	61	134	63	61	61	
5.00 - 5.30					A	14.0	38	1089	1360	384	104	422	71	174	163	221	226	699	207	344	267	327	314	132	59	107	99	132	59	107	99	132	59	107	99	132	59	107	99	
5.30 - 6.00					A	14.8	37	1151	1470	443	175	474	98	244	210	275	200	749	229	376	328	351	314	128	70	119	89	128	70	119	89	128	70	119	89	128	70	119	89	
ANOTHER WORLD			10	206	205	A	4.8	18	373	1137	756	150	845	317	467	437	348	308	207	36	46	44	71	147	34	29	51	LT	34	29	51	LT	34	29	51	LT				
1 MON.	2.00P	55 NBC DD	99	99	B	4.8	18	373	1137	756	150	845	317	467	437	348	308	207	36	46	44	71	147	34	29	51	LT	34	29	51	LT	34	29	51	LT	34	29	51	LT	
1 TU-F	2.00P	60																																						
2 M-F	2.00P	60																																						
2.00 - 2.30					A	4.9	19	381	1123	745	151	837	313	460	432	343	310	200	35	42	40	70	147	34	26	52	LT	34	26	52	LT	34	26	52	LT	34	26	52	LT	
2.30 - 3.00					A	4.8	18	373	1115	748	152	829	308	459	429	346	300	206	31	44	44	72	149	35	29	45	LT	35	29	45	LT	35	29	45	LT	35	29	45	LT	
AS THE WORLD TURNS			10	193	192	A	7.5	28	584	1267	841	105	950	196	409	427	477	438	217	45	79	60	82	134	37	31	63	27	37	31	63	27	37	31	63	27	37	31	63	27
MTWTF	2.00P	60 CBS DD	99	99	B	7.5	28	584	1267	841	105	950	196	409	427	477	438	217	45	79	60	82	134	37	31	63	27	37	31	63	27	37	31	63	27	37	31	63	27	
TUE.	2.00P	54																																						
2.00 - 2.30					A	7.3	28	568	1282	868	101	967	201	414	433	481	449	218	43	80	63	84	135	33	26	64	26	33	26	64	26	33	26	64	26	33	26	64	26	
2.30 - 3.00					A	7.6	28	591	1267	832	114	953	197	413	429	484	436	213	46	77	59	81	131	42	37	59	26	42	37	59	26	42	37	59	26	42	37	59	26	
BODY HUMAN:FACTS-GIRLS(S)						189		A	7.0	24	545	1563	718	193	804	329	447	411	340	261	253	69	86	56	108	167	206	172	300	151	206	172	300	151	206	172	300	151		
2 TUE.	4.00P	30 CBS DO	97																																					
CAPTAIN KANGAROO			10	176	177	A	2.0	11	156	1474	442	102	442	191	314	295	174	115	153	58	103	96	57	44	64	LT	815	187	64	LT	815	187	64	LT	815	187	64	LT		
M-F	8.00A	60 CBS C	97	98	B	2.0	11	156	1474	442	102	442	191	314	295	174	115	153	58	103	96	57	44	64	LT	815	187	64	LT	815	187	64	LT	815	187	64	LT			
8.00 - 8.30					A	1.9	11	148	1534	430	88	438	162	297	276	183	135	190	55	109	101	60	75	61	LT	845	237	61	LT	845	237	61	LT	845	237	61	LT			
8.30 - 9.00					A	2.1	12	163	1405	430	105	436	221	319	307	147	98	104	55	86	74	37	LT	67	LT	798	147	67	LT	798	147	67	LT	798	147	67	LT			
CARD SHARKS			10	129	129	A	2.5	11	195	1451	913	236	1010	312	498	421	391	471	271	56	87	97	138	170	98	51	72	52	98	51	72	52	98	51	72	52	98	51	72	52
M-F	12.00N	30 NBC QG	68	68	B	2.5	11	195	1451	913	236	1010	312	498	421	391	471	271	56	87	97	138	170	98	51	72	52	98	51	72	52	98	51	72	52	98	51	72	52	
CARTER FOR PRESIDENT-THU(S)						185		A	7.0	28	545	1165	775	190	852	329	471	442	313	335	276	34	80	62	141	180	37	37	LT	LT	37	37	LT	LT	37	37	LT	LT		
2 THU.	12.55P	4 CBS P	96																																					
CARTER FOR PRESIDENT-TUE(S)						193		A	7.6	28	591	1409	837	55																										

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																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
																WOMEN		MEN					TEENS		CHILDREN								
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING OF HOUSE WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11							
WEEKDAY DAYTIME CONT'D																																	
CARTER/MONDALE COMM. 2(S)						194		A	10.5	38	817	1169	800	267^	951	597	743	502	292	132^	85^	55v	55v	55v	LT	30v	79^	79^	54v	LT			
1 TUE. 2.54P 6 ABC P						99																											
CARTER/MONDALE COMM. 4(S)						202		A	5.0	29	389	1172	617	129v	658	124v	264^	339^	375^	301^	506^	151v	239^	278^	229^	185^	LT	LT	LT	LT			
1 FRI. 8.56A 4 ABC P						99																											
CARTER/MONDALE COMMITTEE(S)						201		A	4.3	25	335	1257	677^	105v	743	244^	301^	302^	317^	334^	406^	120v	194^	170v	131v	197^	LT	LT	108v	38v			
2 FRI. 8.56A 4 ABC P						98																											
CARTER/MONDALE POLIT.-MON(S)						206		A	5.5	20	428	1077	771	206^	818	306^	481^	431^	327^	278^	138v	LT	LT	LT	18v	138v	LT	LT	121v	LT			
1 MON. 2.55P 5 NBC P						99																											
CARTER/MONDALE POLIT.-WED(S)						201		A	5.3	20	412	1272	852	61v	891	274^	394^	435^	444^	337^	310^	38v	38v	LT	66v	272^	LT	LT	71v	36v			
2 WED. 1.55P 5 NBC P						98																											
DAVID LETTERMAN-1						10	143	141	A	2.2	13	171	1298	819	110^	831	381	491	402	233^	305^	380	146^	216^	205^	111^	140^	46v	LT	41v	LT		
M-F 10.00A 30 NBC GV						79	78		B	2.2	13	171	1298	819	110	831	381	491	402	233	305	380	146	216	205	111	140	46	LT	41	LT		
DAVID LETTERMAN-2						10	147	145	A	2.2	13	171	1275	785	129^	802	409	497	433	199^	258^	322^	129^	206^	205^	100^	105^	69v	LT	82v	LT		
M-F 10.30A 30 NBC GV						79	79		B	2.2	13	171	1275	785	129	802	409	497	433	199	258	322	129	206	205	100	105	69	LT	82	LT		
DAYS OF OUR LIVES						10	207	206	A	5.2	20	405	1281	826	128^	903	325	471	391	336	400	277	67^	81^	64^	91^	186	62^	33v	39^	15v		
1 M-F 1.00P 60 NBC DD						99	99		B	5.2	20	405	1281	826	128	903	325	471	391	336	400	277	67	81	64	91	186	62	33	39	15		
2 MTUHF 1.00P 60																																	
2 WED. 1.00P 55																																	
1.00 - 1.30									A	5.0	19	369	1216	814	130^	892	318	451	373	332	401	282	84^	82^	71^	103^	186	82^	34v	42^	10v		
1.30 - 2.00									A	5.4	21	420	1286	843	119^	917	328	483	406	346	399	273	64^	78^	54^	85^	189	60^	29v	36v	15v		
DOCTORS						10	186	186	A	3.4	15	265	1257	811	174^	894	317	479	419	362	377	200^	27v	34v	34v	128^	151^	117^	76^	46v	38v		
M-F 12.30P 30 NBC DD						90	90		B	3.4	15	265	1257	811	174	894	317	479	419	362	377	200	27	34	34	128	151	117	76	46	38		
EDGE OF NIGHT						7	152	152	A	4.5	16	350	1306	766	292	872	426	580	491	337	186	243	151^	197	149^	77^	32v	77^	71^	114^	37v		
1 M TH 4.00P 30 ABC DD						83	83		B	4.5	16	350	1306	766	292	872	426	580	491	337	186	243	151	197	149	77	32	77	71	114	37		
1 FRI. 4.00P 24																																	
2 TU&TH 4.00P 30																																	
FAMILY FEUD						10	180	175	A	5.7	26	443	1339	751	165	881	378	552	478	378	239	299	125^	162	165	118^	105^	68^	51^	91^	34v		
M-F 12.00N 30 ABC QP						94	93		B	5.7	26	443	1339	751	165	881	378	552	478	378	239	299	125	162	165	118	105	68	51	91	34		
FAMILY FEUD-WED(B)						169			A	6.7	24	521	1050	640	245^	665	352^	429^	340^	216^	179^	280^	61v	144^	110v	106v	136^	15v	15v	90v	52v		
2 WED. 2.00P 30 ABC QP						83																											
FAMILY FEUD-FRI(B)						165			A	5.0	20	389	1321	686	298^	753	298^	535^	430^	354^	152v	171^	116v	116v	62v	LT	55v	211^	211^	186^	75v		
2 FRI. 2.00P 30 ABC QP						83																											
GENERAL HOSPITAL						8	196	188	A	10.4	36	809	1326	838	230	908	450	659	512	342	188	151	71^	86	61^	33^	65^	139	119	128	76		
1 M-F 3.00P 60 ABC DD						99	94		B	10.4	36	809	1326	838	230	908	450	659	512	342	188	151	71	86	61	33	65	139	119	128	76		
2 M & TH 3.00P 60																																	
2 TUE. 3.00P 54																																	
3.00 - 3.30									A	10.1	37	786	1305	840	219	909	451	655	514	341	190	154	75^	88	60^	32^	66^	117	102	125	70^		
3.30 - 4.00									A	10.7	36	832	1339	840	240	910	454	665	510	343	185	148	70^	87	61^	33^	61^	152	130	129	83		
GOOD MORNING, AMERICA-730						10	200	200	A	4.4	26	342	1427	708	202	778	251	413	405	404	270	451	217	276	213	143^	138^	84^	23v	114^	49^		
M-F 7.30A 30 ABC N						99	99		B	4.4	26	342	1427	708	202	778	251	413	405	404	270	451	217	276	213	143	138	84	23	114	49		
GOOD MORNING, AMERICA-830						10	200	200	A	4.7	27	366	1175	686	180	754	221	331	356	356	330	351	110^	161	163	144^	146^	38v	22v	32v	LT		
CONT'D																																	

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																TEENS (12-17)		CHILDREN (2-11)	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	FEM.	TOTAL	6-11					
WEEKDAY DAYTIME CONT'D																																			
GOOD MORNING, AMER CONT'D																																			
MTUTW 8.30A 30 ABC N 98 98 B 4.7 27 366 1175 686 180 754 221 331 356 356 330 351 110 161 163 144 146 38 22 32 LT																																			
W & F 8.30A 24																																			
GUIDING LIGHT 10 195 194 A 7.7 27 599 1284 787 137 919 189 388 411 466 448 226 66 99 72 84 123 52 43 87 35																																			
1 M-F 3.00P 60 CBS DD 99 99 B 7.7 27 599 1284 787 137 919 189 388 411 466 448 226 66 99 72 84 123 52 43 87 35																																			
2 MTUTW 3.00P 60																																			
2 WED. 3.00P 53																																			
3.00 - 3.30 A 7.6 27 591 1281 794 147 931 199 398 416 471 448 221 62 89 66 82 127 46 35 83 30																																			
3.30 - 4.00 A 7.7 26 599 1309 788 129 917 182 382 410 466 453 237 70 108 78 91 125 63 50 92 39																																			
JEFFERSONS M-F 9 156 156 A 4.7 27 366 1380 693 197 783 279 518 469 370 209 247 86 159 156 150 74 66 21 284 91																																			
1 MTUWF 10.00A 30 CBS CS 90 89 B 4.7 27 366 1380 693 197 783 279 518 469 370 209 247 86 159 156 150 74 66 21 284 91																																			
2 M-F 10.00A 30																																			
LOVE BOAT DAYTIME 10 190 183 A 4.6 25 358 1399 746 186 827 431 600 452 289 179 269 143 196 137 95 62 122 100 181 78																																			
M-F 11.00A 60 ABC CS 98 96 B 4.6 25 358 1399 746 186 827 431 600 452 289 179 269 143 196 137 95 62 122 100 181 78																																			
11.00 - 11.30 A 4.4 25 342 1404 743 184 828 418 596 454 302 178 266 143 195 134 90 59 120 99 190 85																																			
11.30 - 12.00 A 4.8 25 373 1378 748 185 824 439 604 447 278 180 263 142 193 133 93 62 116 98 175 73																																			
MAGAZINE(S) 178 A 3.4 20 265 894 543 324 641 249 403 517 317 124 174 113 133 114 38 41 19 19 60 LT																																			
1 THU. 10.00A 60 CBS DN 95 A 3.3 20 257 872 521 300 603 226 366 479 307 124 176 133 133 98 19 43 LT LT 81 LT																																			
10.00 - 10.30 A 3.4 21 265 925 574 347 694 279 453 569 336 125 167 91 125 125 53 42 23 23 41 LT																																			
10.30 - 11.00																																			
MORNING MON-FRI 10 182 182 A 2.3 14 179 1385 596 111 608 195 295 324 319 223 593 212 329 247 291 179 34 LT 150 73																																			
M-F 7.15A 45 CBS N 97 97 B 2.3 14 179 1385 596 111 608 195 295 324 319 223 593 212 329 247 291 179 34 LT 150 73																																			
7.30 - 8.00 A 2.4 14 187 1348 611 96 611 193 296 326 316 231 539 177 267 236 277 175 31 LT 167 86																																			
NAT'L LEAGUE CHAMP PRE 3(S) 201 A 6.8 27 529 1480 548 188 673 157 376 293 315 291 604 275 364 271 116 240 90 85 113 16																																			
2 FRI. 2.30P 23 ABC SC 99																																			
NAT'L LEAGUE CHAMP GM 3(S) 203 A 14.2 40 1105 1624 471 112 528 106 231 223 271 261 758 260 407 341 289 312 119 49 219 149																																			
2 FRI. 2.53P 215 ABC SE 99																																			
3.00 - 3.30 A 9.9 35 770 1545 537 93 601 106 247 241 263 326 672 275 374 276 216 280 115 78 157 111																																			
3.30 - 4.00 A 12.0 39 934 1645 493 76 564 69 196 194 260 339 704 272 423 337 269 258 147 81 230 133																																			
4.00 - 4.30 A 12.8 40 996 1600 437 69 457 70 181 180 239 256 756 286 438 358 256 286 131 55 256 188																																			
4.30 - 5.00 A 13.5 38 1050 1631 424 112 469 97 226 205 252 224 778 260 414 347 265 320 125 49 259 174																																			
5.00 - 5.30 A 15.4 39 1198 1583 440 130 497 125 242 225 275 226 731 213 367 313 284 334 126 48 229 169																																			
5.30 - 6.00 A 18.0 42 1400 1657 452 134 504 121 229 225 269 234 807 227 407 374 356 350 123 30 223 154																																			
6.00 - 6.30 A 19.8 43 1540 1673 522 144 598 129 273 267 321 255 809 292 428 359 337 321 77 22 189 125																																			
NAT'L WEST DIV. CHAMP(S) 196 A 14.3 34 1113 1527 500 172 554 107 224 217 305 285 738 223 344 349 361 315 109 22 126 108																																			
2 MON. 4.00P 210 ABC SE 99																																			
4.00 - 4.30 A 9.7 31 755 1405 521 188 583 112 243 239 322 288 558 156 236 213 268 287 103 50 161 151																																			
4.30 - 5.00 A 11.0 32 856 1457 524 156 579 65 148 146 336 380 657 162 275 278 342 328 61 19 160 160																																			
5.00 - 5.30 A 13.3 36 1035 1583 491 159 537 89 197 176 301 301 779 204 343 368 402 356 100 24 167 139																																			
5.30 - 6.00 A 14.7 35 1144 1564 461 156 499 89 181 187 278 276 788 225 353 383 400 346 115 34 162 129																																			
6.00 - 6.30 A 15.9 34 1237 1478 497 177 552 119 250 240 306 266 744 215 327 365 362 321 94 LT 88 78																																			
6.30 - 7.00 A 16.9 34 1315 1543 512 193 571 124 259 247 305 275 738 222 349 379 369 292 139 22 95 74																																			
7.00 - 7.30 A 18.5 35 1439 1594 505 179 567 126 255 249 308 259 813 319 450 383 355 288 122 18 92 73																																			
NEWSBREAK-11.57 10 162 162 A 5.4 27 420 1393 777 190 896 276 448 419 358 365 329 87 144 126 137 176 39 21 129 15																																			
M-F 11.57A 2 CBS N 90 90 B 5.4 27 420 1393 777 190 896 276 448 419 358 365 329 87 144 126 137 176 39 21 129 15																																			

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
														K E Y		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)		
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2											TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11	
WEEKEND DAYTIME CONT'D																																						
ASK NBC NEWS-10:58AM																																						
SAT. 10.58A 2 NBC CN 97 97																																						
ASK NBC NEWS 11:58AM																																						
SAT. 11.58A 2 NBC CN 98 98																																						
ASK NBC NEWS-9:58AM																																						
SAT. 9.58A 2 NBC CN 99 99																																						
BATMAN & SUPER 7 I																																						
SAT. 11.00A 30 NBC CA 98 98																																						
BATMAN & SUPER 7 II																																						
SAT. 11.30A 30 NBC CA 98 98																																						
BUGS BUNNY/ROAD RUNNER 1																																						
SAT. 9.00A 30 CBS CA 99 99																																						
BUGS BUNNY/ROAD RUNNER 2																																						
SAT. 9.30A 30 CBS CA 99 99																																						
BUGS BUNNY/ROAD RUNNER 3																																						
SAT. 10.00A 30 CBS CA 99 99																																						
CARTER FOR PRESIDENT-SAT(S)																																						
166 A 5.0 11 389 1527 514^144v 694 280^ 333^281^ 154^336^ 478^157^ 308^244^ 244^170^ LT LT 355^ 171^																																						
CBS LIBRARY(S)																																						
2 SUN. 5.00P 60 CBS C- 149 84																																						
5.00 - 5.30																																						
5.30 - 6.00																																						
CBS NFL FOOTBALL PRE GAME																																						
SUN. 12.30P 30 CBS SC 99 99																																						
CBS NFL FOOTBALL GAME 1																																						
SUN. 1.00P 180 CBS SE 4 201 200 99 99																																						
1.00 - 1.30																																						
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CBS NFL FOOTBALL GAME 2																																						
1 SUN. 4.10P 184 CBS SE 2 178 73																																						
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6.30 - 7.00																																						
CBS NFL FOOTBALL POST(B)																																						
2 SUN. 4.12P 7 CBS SC 46 35																																						
A 3.5 8 272 1331 345^239^ 345^151v 345^345^ 194v LT 773^240^ 417^463^ 286^310^ 213v LT LT LT																																						

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KEY: A=CURRENT REPORT B=SEASON AVERAGE

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1980 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2		AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
												TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL	6-11						
WEEKEND DAYTIME CONT'D																																
IN THE NEWS- 8.26AM					4	184	183	A	3.7	26	288	1372	98v	53v	126^	49v	126^	126^	77v	LT	160^	65v	97v	50v	50v	45v	211^	156^	875	445		
SAT. 8.26A					3	CBS	CN	98	98	B	3.6	26	280	1364	161	41	176	106	144	89	49	21	204	32	121	97	112	75	114	80	870	421
IN THE NEWS- 8.56AM					4	183	184	A	5.1	27	397	1348	200^	85^	218^	125^	211^	156^	93^	LT	174^	68v	136^	107^	86^	20v	180^	114^	776	405		
SAT. 8.56A					3	CBS	CN	97	97	B	5.4	29	420	1387	233	79	241	160	214	124	74	12	142	32	95	81	71	39	113	67	891	492
IN THE NEWS- 9.26AM					4	196	202	A	7.3	33	568	1542	242	82^	286	162^	225	132^	74^	50v	253	154^	191^	125^	65^	42v	205^	115^	798	351		
SAT. 9.26A					3	CBS	CN	99	99	B	7.6	36	591	1562	266	88	289	181	235	127	76	41	237	145	186	106	53	42	191	104	845	435
IN THE NEWS- 9.59AM					4	196	202	A	8.5	36	661	1575	339	171^	410	255	331	175^	122^	66^	258	145^	176^	143^	77^	46v	227	131^	680	329		
SAT. 9.59A					3	CBS	CN	99	99	B	8.6	37	669	1690	342	161	393	256	311	166	115	55	362	215	282	176	110	56	204	104	731	376
IN THE NEWS-11.56AM					4	180	174	A	5.2	22	405	1669	363	153^	479	272^	272^	214^	98^	127^	188^	118^	150^	133^	70v	LT	338	146^	664	357		
SAT. 11.56A					3	CBS	CN	92	92	B	5.4	22	420	1801	361	113	497	297	326	207	108	101	271	156	223	153	103	30	282	118	751	437
IN THE NEWS-12.26PM					4	181	188	A	5.8	22	451	1262	313	169^	371	263^	273	209^	92^	44v	154^	78^	108^	103^	76^	34v	252^	148^	485	283		
SAT. 12.26P					3	CBS	CN	97	98	B	5.9	23	459	1461	334	131	416	244	285	186	115	86	263	84	168	144	139	90	219	125	563	356
IN THE NEWS-12.56PM					4	169	166	A	6.9	25	537	1428	253	96^	284	186^	197^	182^	98^	41v	260	87^	134^	101^	127^	126^	282	142^	602	365		
SAT. 12.56P					3	CBS	CN	93	93	B	6.9	26	537	1530	253	135	315	164	208	165	125	61	296	112	189	141	150	103	245	123	674	414
IN THE NEWS- 1.26PM					4	169	165	A	6.8	23	529	1597	439	106^	503	267	325	242	168^	154^	321	85^	176^	158^	153^	134^	253	147^	520	293		
SAT. 1.26P					3	CBS	CN	93	93	B	6.6	24	513	1562	403	123	468	195	287	233	186	159	306	96	180	160	168	110	246	135	542	329
IN THE NEWS- 8.26AM-SUN.					4	43	43	A	.8	10	62	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
IN THE NEWS- 8.56AM-SUN.					4	42	39	A	1.0	8	78	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
SAT. 8.56A					3	CBS	CN	36	34	B	1.0	8	78	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
IN THE NEWS-10.56AM					4	187	187	A	5.9	24	459	1523	399	135^	449	221^	324	169^	180^	114^	226^	123^	178^	140^	103^	23v	220^	104^	628	277		
SAT. 10.56A					3	CBS	CN	98	97	B	6.2	26	482	1601	363	127	426	245	313	157	152	89	276	142	198	149	114	54	217	69	682	313
IN THE NEWS-11.26AM					4	187	183	A	5.8	24	451	1534	417	233^	477	282	330	164^	155^	123^	164^	113^	150^	129^	51v	LT	277	137^	616	331		
SAT. 11.26A					3	CBS	CN	98	97	B	6.1	26	475	1835	400	171	495	310	352	176	128	97	323	189	263	156	107	49	296	109	721	392
ISSUES AND ANSWERS					2	165	182	A	3.0	11	233	1567	742	180^	742	184^	391^	395^	357^	309^	352^	56v	120v	172^	257^	180^	254^	LT	219^	130v		
SUN. 12.00N					30	ABC	CC	93	98	B	3.0	11	233	1567	742	180	742	184	391	393	357	309	352	56	120	172	257	180	254	LT	219	130
JASON OF STAR COMMAND					4	42	39	A	.9	8	70	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
SUN. 8.30A					30	CBS	CL	36	34	B	.8	7	62	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
JETSONS					2	140		A	4.4	17	342	1737	286^	149v	347^	134v	134v	191^	149v	64v	289^	52v	158v	219^	219^	47v	308^	65v	793	500^		
1 SAT. 12.30P					30	NBC	CA	77		B	4.0	15	311	1709	325	161	406	222	222	200	97	87	278	51	133	145	178	99	239	71	786	451
JOCKEY GOLD CUP(S)					157			A	4.8	13	373	1579	705	188^	726	215^	248^	290^	230^	363^	564^	84v	146v	316^	311^	248^	182^	18v	107v	41v		
1 SAT. 5.00P					54	CBS	SE	93						686	222^	253^	278^	201^	332^	545^	80v	141v	321^	327^	224^	180^	24v	124v	41v			
5.00 - 5.30								A	5.0	14	389	1535	663	191^	754	195^	228^	298^	261^	393^	574^	84v	145v	300^	284^	274^	175^	LT	82v	39v		
5.30 - 6.00								A	4.7	13	366	1585	713	174^																		
JONNY QUEST					3	152	173	A	4.8	19	373	1879	340	159^	378	151^	230^	319^	206^	21v	383	124^	274^	250^	244^	58v	192^	79v	926	526		
SAT. 12.00N					30	NBC	CA	77	90	B	4.6	18	358	1801	369	129	413	195	258	281	171	47	355	115	256	209	213	65	160	56	873	482
KIDS ARE PEOPLE TOO I					4	111	118	A	2.8	13	218	1789	354^	23v	373^	226^	271^	170^	114^	83v	422^	155^	352^	314^	238^	55v	100v	77v	894	474^		
1 SUN. 10.30A					34	ABC	CL	79	82	B	3.0	14	233	1441	340	30	352	195	227	115	119	117	301	108	229	202	150	66	195	78	593	337
2 SUN. 10.30A					31																											
10.30 - 11.00								A	2.9	13	226	1739	341^	22v	363^	212^	257^	164^	116v	88v	415^	155^	349^	305^	234^	53v	102v	79v	859	460^		

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME					T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. %		SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11					
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54			35-64	55+			
WEEKEND DAYTIME CONT'D																														
NCAA FOOTBALL POST GAME					3	209		A	8.6	25	669	1516	406	171	430	127	285	288	270	100	805	385	567	567	303	194	168	22	113	77
1	SAT.	4.53P	12	ABC	SC	99		B	8.7	27	677	1528	366	134	405	136	243	210	209	125	841	391	556	507	329	239	208	34	74	45
NEW FAT ALBERT SHOW					4	181	188	A	5.6	22	436	1463	321	176	392	271	285	225	105	50	134	89	118	106	45	LT	390	144	547	310
	SAT.	12.00N	30	CBS	CA	97	98	B	5.8	23	451	1563	334	137	430	250	286	183	118	97	232	99	164	133	101	60	308	133	593	357
NEW SCOOBY & SCRAPPY DOO					2	189	191	A	6.5	30	506	1551	212	68	228	168	168	83	32	42	216	137	193	144	65	14	177	98	930	531
	SAT.	9.00A	30	ABC	CA	98	98	B	6.5	30	506	1551	212	68	228	168	168	83	32	42	216	137	193	144	65	14	177	98	930	531
NFL '80-NBC					4	163	163	A	5.5	20	428	1619	490	165	586	238	342	190	225	221	873	413	521	404	295	301	143	18	17	17
	SUN.	12.30P	30	NBC	SC	88	87	B	5.3	19	412	1623	463	114	551	179	310	221	242	221	810	352	523	461	341	221	157	31	105	99
NFL FOOTBALL GAME 1-NBC					4	219	206	A	13.6	36	1058	1639	401	157	464	191	286	200	190	157	918	368	595	536	440	252	131	23	126	96
1	SUN.	1.00P	181	NBC	SE	99	86	B	13.8	37	1074	1625	396	154	452	179	273	229	192	143	889	349	572	521	428	246	145	41	139	95
2	SUN.	1.00P	190																											
	1.00 - 1.30							A	11.6	36	902	1626	385	160	450	185	262	174	194	170	912	385	595	548	423	244	152	33	112	79
	1.30 - 2.00							A	13.4	38	1043	1635	378	164	438	195	268	165	170	150	932	374	614	547	440	246	153	25	112	80
	2.00 - 2.30							A	13.5	36	1050	1630	416	159	477	203	288	194	183	166	898	366	580	514	429	251	114	9	141	115
	2.30 - 3.00							A	13.4	34	1043	1676	433	157	491	181	287	204	203	179	927	382	608	521	438	260	133	27	125	103
	3.00 - 3.30							A	14.5	35	1128	1631	401	170	475	176	291	230	212	158	930	354	594	546	455	261	114	28	112	92
	3.30 - 4.00							A	15.4	36	1198	1598	400	143	449	184	288	219	193	139	893	344	571	532	442	247	125	26	131	100
NFL FOOTBALL GAME 2-NBC					3	213		A	15.0	33	1167	1766	398	166	470	166	311	263	224	138	931	345	615	606	476	240	129	18	236	160
2	SUN.	4.14P	156	NBC	SE	96		B	14.7	34	1144																			
	& 6.59P 15																													
	4.30 - 5.00							A	13.5	32	1050	1763	369	146	462	191	295	229	188	155	968	377	644	626	489	259	129	9	204	135
	5.00 - 5.30							A	14.2	34	1105	1635	311	149	380	157	278	234	165	85	953	370	659	631	497	235	124	15	178	116
	5.30 - 6.00							A	15.1	36	1175	1580	325	170	386	128	273	246	198	94	899	309	614	576	465	236	122	21	173	121
	6.00 - 6.30							A	16.8	36	1307	1824	427	164	484	139	310	274	248	148	947	312	615	644	517	235	118	13	275	196
	6.30 - 7.00							A	16.8	34	1307	1913	486	197	563	159	349	312	299	172	955	352	605	640	490	232	122	LT	273	195
NFL FOOTBALL POST-NBC					2	154		A	8.2	19	638	1594	384	99	455	227	308	219	140	137	824	340	544	448	360	236	159	24	156	124
1	SUN.	4.01P	15	NBC	SC	84		B	7.8	18	607	1609	396	124	468	188	270	265	201	121	880	344	587	498	431	245	112	20	149	98
NFL FOOTBALL POST 2-NBC					2	98		A	8.5	17	661	1884	632	184	632	149	317	305	343	251	972	367	610	636	537	247	26	LT	254	178
2	SUN.	6.53P	6	NBC	SC	55		B	9.6	19	747	1772	442	139	473	147	244	225	230	191	984	362	658	624	526	255	73	LT	242	163
PLASTICMAN/BABY PLAS SHOW					2	182	182	A	5.5	25	428	1493	266	61	271	97	179	170	148	63	131	58	106	107	73	15	133	42	958	640
	SAT.	11.30A	30	ABC	CA	94	95	B	5.5	25	428	1493	266	61	271	97	179	170	148	63	131	58	106	107	73	15	133	42	958	640
REAGAN FOR PRESIDENT-SAT(S)					159			A	5.7	15	443	1582	697	142	720	164	196	303	276	374	646	92	163	328	307	318	125	LT	91	30
1	SAT.	5.54P	5	CBS	P	94																								
SCHOOLHOUSE ROCK-8.56AM					52	178	183	A	5.1	26	397	1849	156	50	166	133	133	87	33	13	231	112	223	187	119	LT	212	108	1240	684
	SAT.	8.56A	3	ABC	CN	92	93	B	4.9	26	381																			
SCHOOLHOUSE ROCK-9.26AM					2	189	173	A	6.1	27	475	1493	227	112	246	166	166	68	45	62	154	107	143	112	47	LT	198	105	895	525
	SAT.	9.26A	3	ABC	CN	98	85	B	6.1	27	475	1493	227	112	246	166	166	68	45	62	154	107	143	112	47	LT	198	105	895	525
SCHOOLHOUSE ROCK-10.26AM					39	188	181	A	6.4	29	498	1424	258	140	272	166	226	133	106	37	144	110	129	97	34	LT	143	65	865	575
	SAT.	10.26A	3	ABC	CN	98	97	B	5.1	22	397																			
SCHOOLHOUSE ROCK-11.55AM					2	113	129	A	2.7	11	210	1243	309	43	404	104	190	223	182	157	296	67	166	181	114	115	110	110	433	295
	SUN.	11.55A	4	ABC	CN	79	86	B	2.7	11	210	1243	309	43	404	104	190	223	182	157	296	67	166	181	114	115	110	110	433	295

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY		START TIME		DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11						
															TOTAL	18-34	WOMEN 18-49		25-54	35-64	55+	TOTAL	18-34	MEN 18-49		25-54	35-64	55+	TOTAL	12-17 FEM.	TOTAL 6-11		
WEEKEND DAYTIME CONT'D																																	
SCOOBY & SCRAPPY DOO-1(S)							187		A	6.1	27	475	1512	95	21	130	130	130	39	LT	LT												
1 SAT. 9.30A 27 ABC CA							98																										
SCOOBY & SCRAPPY DOO-2(S)							188		A	5.9	29	459	1516	185	106	211	120	211	153	91	LT												
1 SAT. 9.57A 33 ABC CA							98																										
10.00 - 10.30									A	6.0	29	467	1514	188	111	209	111	209	156	98	LT												
SCOOBY & SCRAPPY DOO-1(S)							169		A	6.5	30	506	1437	231	133	266	177	177	99	52	64												
2 SAT. 9.30A 28 ABC CA							84																										
SCOOBY & SCRAPPY DOO-2(S)							177		A	7.2	32	560	1389	304	227	305	207	223	95	98	64												
2 SAT. 9.58A 32 ABC CA							95																										
10.00 - 10.30									A	7.3	32	568	1382	306	231	306	206	223	92	100	64												
SUNDAY MORNING							4	114	117	A	3.9	22	303	1439	537	155	567	113	164	248	296	319											
SUN. 9.00A 90 CBS N							79	80	B	3.6	20	280	1486	567	188	635	174	279	300	318	292												
9.00 - 9.30									A	3.3	21	257	1455	549	168	596	85	147	257	323	339												
9.30 - 10.00									A	4.2	23	327	1382	549	144	589	122	195	276	303	313												
10.00 - 10.30									A	4.3	22	335	1436	498	146	516	122	149	205	266	311												
TARZAN/LONE RANGER-1							4	169	166	A	6.9	26	537	1549	341	99	376	212	223	201	164	101											
SAT. 12.30P 30 CBS CA							93	93	B	6.9	27	537	1566	281	101	343	182	221	158	128	83												
TARZAN/LONE RANGER-2							4	169	165	A	7.3	26	568	1614	451	119	523	279	332	239	179	168											
SAT. 1.00P 30 CBS CA							93	93	B	7.2	26	560	1611	407	125	482	207	300	238	188	161												
30 MINUTES SAT. 1.30P 30 CBS DN							4	139	105	A	4.1	14	319	1352	475	184	579	301	366	231	176	194											
							92	92	B	4.2	15	327	1536	472	162	554	230	295	263	197	201												
THREE ROBONIC STOOGES							4	43	43	A	.6	9	47	LT	LT	LT	LT	LT	LT	LT	LT	LT											
SUN. 8.00A 30 CBS CA							33	32	B	.6	8	47	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT											
THUNDARR-THE BARBARIAN							2	190	189	A	7.0	30	545	1528	283	47	292	211	258	211	81	17											
SAT. 10.30A 30 ABC CA							97	97	B	7.0	30	545	1528	283	47	292	211	258	211	81	17												
TIME OUT-8:28AM							4	193	190	A	3.2	25	249	1490	200	48	200	200	200	152	LT	LT											
SAT. 8.28A 2 NBC CN							97	96	B	3.2	26	249	1411	213	38	213	160	200	138	40	LT												
TIME OUT-9:28AM							4	202	205	A	5.6	26	436	1956	220	137	297	185	234	157	67	45											
SAT. 9.28A 2 NBC CN							99	99	B	5.2	25	405	1842	262	95	304	160	232	166	92	65												
TIME OUT-10:28AM							4	202	206	A	4.9	21	381	1869	431	137	457	230	271	194	107	120											
SAT. 10.28A 2 NBC CN							99	99	B	4.9	21	381	1840	402	101	415	239	274	144	95	108												
TIME OUT-11:28AM							4	196	195	A	5.3	22	412	1917	386	109	446	232	255	205	63	151											
SAT. 11.28A 2 NBC CN							98	98	B	5.0	22	389	1713	349	96	383	176	229	182	103	131												
TIME OUT-12:28PM							4	152	173	A	4.5	18	350	1851	353	189	387	150	226	331	217	20											
SAT. 12.28P 2 NBC CN							77	90	B	4.1	16	319	1763	389	133	428	215	280	280	173	51												
TOM AND JERRY							4	183	184	A	4.7	26	366	1380	175	77	194	118	185	145	76	LT											
SAT. 8.30A 30 CBS CA							97	97	B	4.7	27	366	1403	210	73	220	146	191	114	62	18												

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	18,130 23.3					27,230 35.0												
	ABC TV	THAT'S INCREDIBLE (8:00-8:53PM) (S)(OP)					NFL MONDAY NIGHT FOOTBALL DENVER VS NEW ENGLAND (9:00-12:00AM)(-OP)												
	AVERAGE AUDIENCE (Households (000) & %)	15,170 19.5 18.8* 20.4*					13,690 17.6 16.8* 18.9* 19.2* 17.1*												
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	29 29* 30* 17.9 19.6 20.5 20.2					30 25* 28* 19.5 18.9 17.3 17.0												
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	10,970 14.1					11,750 15.1					17,040 21.9		15,400 19.8		15,560 20.0			
	CBS TV	RIKKI-TIKKI-TAVI (R)(OP)					DR. SEUSS-CAT IN THE HAT (R)					N*A*S*H (R)		WKRP IN CINCINNATI(B) (R)		LOU GRANT			
	AVERAGE AUDIENCE (Households (000) & %)	9,260 11.9					10,040 12.9					14,700 18.9		13,770 17.7		13,150 16.9 16.7*		17.0*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	18 11.7 12.1 12.0 13.7					19 18.4 19.4 17.6 17.8					26 16.3		27 17.0		28* 17.1			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	25,130 32.3					28,470 36.6												
	NBC TV	LITTLE HOUSE-PRAIRIE (OP)					J. CARSON ANNIVERSARY SPEC												
	AVERAGE AUDIENCE (Households (000) & %)	20,310 26.1 24.3* 28.0*					19,920 25.6 24.5* 25.9* 26.2* 25.9*												
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	39 22.8 25.7 27.3 28.7					39 24.3 24.6 25.9 25.9 26.4 26.0 26.0 25.8												
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	21,470 27.6					29,100 37.4												
	ABC TV	THAT'S INCREDIBLE (8:00-8:53PM) (S)(OP)					NFL MONDAY NIGHT FOOTBALL TAMPA BAY VS CHICAGO (9:00-12:01AM)(-OP)												
	AVERAGE AUDIENCE (Households (000) & %)	16,650 21.4 20.8* 22.2*					16,730 21.5 22.9* 24.6* 24.9* 22.4*												
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	33 20.4 21.2 22.2 22.1					36 21.8 23.9 24.6 24.6 25.0 24.8 23.2 21.5												
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	15,250 19.6					14,780 19.0					21,550 27.7							
	CBS TV	N*A*S*H (R)					WKRP IN CINCINNATI(B) (R)(OP)					TO FIND MY SON							
	AVERAGE AUDIENCE (Households (000) & %)	12,530 16.1 15.9					15,870 20.4 19.0* 20.6* 21.0* 21.2*												
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	25 15.4 16.9 14.9 16.8					31 18.3 19.7 20.4 20.7 20.8 21.1 21.4 21.0												
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	20,930 26.9					21,940 28.2												
	NBC TV	LITTLE HOUSE-PRAIRIE (OP)					NBC MONDAY NIGHT MOVIES JULIA (9:00-11:25PM)(-OP)												
	AVERAGE AUDIENCE (Households (000) & %)	16,030 20.6 19.1* 22.2*					12,530 16.1 17.6* 16.7* 15.9* 15.5*												
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	31 18.3 19.8 21.6 22.7					26 18.2 17.1 16.9 16.6 16.0 15.8 15.6 15.3												
TV HOUSEHOLDS USING TV		WK. 1	53.9	55.6	56.8	59.7	63.3	66.3	67.7	69.1	69.0	69.6	69.6	68.2	64.6	62.3	60.6	59.7	
(See Def. 1)		WK. 2	56.1	57.9	58.4	61.0	63.5	65.2	66.9	67.6	67.1	68.8	68.6	67.3	65.5	63.6	61.6	59.2	
U.S. TV Households:			77,800,000																

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. SEPT.30, 1980

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
TOTAL AUDIENCE (Households (000) & %)						14,390 18.5	13,620 17.5		13,770 17.7		13,380 17.2		12,910 16.6					
ABC TV						THREE'S COMPANY SPECIAL (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		TAXI (R)(OP)		HART TO HART (10:00-10:55PM) (R)(S)(OP)				
AVERAGE AUDIENCE (Households (000) & %)						12,060	12,370		12,290		11,900		10,580					
SHARE OF AUDIENCE %						15.5	15.9		15.8		15.3		13.6		13.6*	13.7*		
AVG. AUD. BY ¼ HR. %						25	25		24		23		22		21*	23		
W						14.8	16.3	15.8	16.1	15.2	16.4	15.1	15.4	13.4	13.8	14.1	13.1	
TOTAL AUDIENCE (Households (000) & %)						30,420 39.1												
CBS TV						PLAYING FOR TIME (8:00-10:55PM)(OP) (SUSSTAINING 10:55-11:00PM)												
AVERAGE AUDIENCE (Households (000) & %)						20,380												
SHARE OF AUDIENCE %						26.2	23.5*	25.1*		26.7*		27.5*		27.7*		26.5*		
AVG. AUD. BY ¼ HR. %						41	39*	40*		41*		41*		43*		44*		
K						22.3	24.7	25.0	25.2	26.2	27.2	27.2	27.8	27.6	27.8	27.7	24.8	
TOTAL AUDIENCE (Households (000) & %)						19,370 24.9												
NBC TV						NBC TUESDAY NIGHT MOVIE SCOUT'S HONOR(OP)												
AVERAGE AUDIENCE (Households (000) & %)						12,990							13,930					
SHARE OF AUDIENCE %						16.7	15.1*	16.5*		17.3*		17.7*		17.9		18.5*	17.2*	
AVG. AUD. BY ¼ HR. %						26	25*	26*		26*		27*		29		29*	29*	
1						14.8	15.3	16.1	16.9	17.5	17.2	17.8	17.6	19.0	18.1	17.2	17.3	
TOTAL AUDIENCE (Households (000) & %)						13,150 16.9	28,630 36.8											
ABC TV						NAT'L LEAGUE CHAMP GW 1 HOUSTON VS PHILADELPHIA (8:15-11:10PM)(OP)												
AVERAGE AUDIENCE (Households (000) & %)						12,210	16,800											
SHARE OF AUDIENCE %						15.7	21.6	19.8*		22.8*		22.9*		22.7*		22.9*		
AVG. AUD. BY ¼ HR. %						29	35	32*		35*		35*		36*		38*		
W						15.7	17.2	18.8	20.8	22.5	23.0	23.0	22.9	22.6	22.7	22.8	23.0	
TOTAL AUDIENCE (Households (000) & %)						16,260 20.9												
CBS TV						MORE WILD WILD WEST PT. 1 (OP)												
AVERAGE AUDIENCE (Households (000) & %)						11,130												
SHARE OF AUDIENCE %						14.3	14.0*	14.6*		12.4		11.6*		13.4*		13.5*		
AVG. AUD. BY ¼ HR. %						23	23*	23*		20		17*		22*		23*		
K						13.8	14.2	14.3	15.0	11.9	11.3	11.1	11.2	13.6	13.3	13.5	13.5	
TOTAL AUDIENCE (Households (000) & %)						25,520 32.8												
NBC TV						NBC TUESDAY NIGHT MOVIE BEULAH LAND, PART 1(OP)												
AVERAGE AUDIENCE (Households (000) & %)						17,120							15,870					
SHARE OF AUDIENCE %						22.0	18.8*	20.9*		24.0*		24.4*		20.4		21.2*	19.7*	
AVG. AUD. BY ¼ HR. %						34	31*	33*		36*		37*		34		34*	34*	
2						17.7	19.9	20.7	21.1	23.8	24.3	24.3	24.5	21.6	20.9	20.0	19.3	
TV HOUSEHOLDS USING TV WK. 1		51.3	53.4	55.7	57.1	59.4	62.1	62.5	64.2	65.0	66.4	66.4	66.3	64.2	63.7	62.4	56.8	
(See Def. 1) WK. 2		53.0	55.0	56.1	58.0	58.7	61.3	62.8	65.1	66.8	66.7	66.4	65.8	62.9	61.0	59.6	57.8	

U.S. TV Households: 77,800,000

(1) NAT'L LEAGUE CHAMP PRE 1,ABC,(8:00-8:15PM)(S)

For explanation of symbols, See page A.

EVE.TUE. OCT.7, 1980

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45			
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						20,230 26.0								14,550 18.7					
	ABC TV						CHARLIE'S ANGELS (R)(OP)												VEGAS (10:00-10:54PM) (R)(S)(OP)	
	AVERAGE AUDIENCE (Households (000) & %)						10,740 13.8	12.1*	12.8*		14.7*			15.7*		11,590 14.9	14.7*	15.2*		
	SHARE OF AUDIENCE %						24	21 *	21 *		25 *			27 *		28	27 *	30 *		
	AVG. AUD. BY ¼ HR. %						11.7	12.4	12.7	12.9	14.3	15.2	16.1	15.3	14.6	14.8	15.3	15.2		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						14,240 18.3								16,730 21.5					
	CBS TV						CORVETTE SUMMER PT. 1 (OP)				CBS WEDNESDAY NIGHT MOVIE FUGITIVE FAMILY (9:00-10:55PM)(S)(OP)									
	AVERAGE AUDIENCE (Households (000) & %)						10,190 13.1	12.0*	14.1*		10,580 13.6			12.5*		12.9*		14.4*	14.6*	
	SHARE OF AUDIENCE %						22	21 *	23 *		24			21 *		23 *		26 *	28 *	
	AVG. AUD. BY ¼ HR. %						11.6	12.5	14.0	14.1	12.9	12.1	12.4	13.5	14.3	14.4	14.6	14.5		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						22,640 29.1								20,770 26.7					
	NBC TV						REAL PEOPLE (OP)				NBC MOVIE OF THE WEEK EYES OF LAURA MARKS (9:00-10:55PM)(S)(OP)									
	AVERAGE AUDIENCE (Households (000) & %)						17,510 22.5	21.3*	23.7*		12,680 16.3			17.9*		15.9*		16.3*	15.0*	
	SHARE OF AUDIENCE %						38	37 *	39 *		29			31 *		28 *		30 *	29 *	
	AVG. AUD. BY ¼ HR. %						20.1	22.4	23.2	24.1	18.7	17.0	16.1	15.7	16.3	16.2	15.6	14.3		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						12,060 15.5	29,720 38.2												
	ABC TV						(1) (OP)				NAT'L LEAGUE CHAMP GM 2 HOUSTON VS PHILADELPHIA (8:15-11:51PM)(-OP) (SUSTAINING 11:51-12:02AM)									
	AVERAGE AUDIENCE (Households (000) & %)						11,200 14.4	16,570 21.3	18.2*		21.0*			22.2*		22.0*		23.2*		
	SHARE OF AUDIENCE %						26	35	30 *		33 *			34 *		33 *		37 *		
	AVG. AUD. BY ¼ HR. %						14.4	15.5	17.8	18.7	20.5	21.4	22.1	22.4	21.8	22.3	22.8	23.5		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						13,150 16.9								17,740 22.8					
	CBS TV						MORE WILD WILD WEST PT. 2 (OP)				CBS WEDNESDAY NIGHT MOVIE PORTRAIT OF AN ESCORT (9:00-10:55PM)(S)(OP)									
	AVERAGE AUDIENCE (Households (000) & %)						9,100 11.7	11.6*	11.8*		11,590 14.9			13.9*		14.5*		15.6*	15.7*	
	SHARE OF AUDIENCE %						19	19 *	18 *		23			21 *		22 *		24 *	26 *	
	AVG. AUD. BY ¼ HR. %						11.8	11.4	11.6	12.0	19.3	14.5	14.7	14.4	15.3	15.9	15.7	15.6		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						24,510 31.5								24,580 31.6					
	NBC TV						REAL PEOPLE (OP)				NBC MOVIE OF THE WEEK BEULAH LAND, PART 2 (9:00-10:55PM)(S)(OP)									
	AVERAGE AUDIENCE (Households (000) & %)						19,290 24.8	24.0*	25.5*		18,050 23.2			22.6*		23.7*		24.0*	22.4*	
	SHARE OF AUDIENCE %						40	39 *	40 *		36			35 *		36 *		37 *	36 *	
	AVG. AUD. BY ¼ HR. %						22.8	25.3	25.3	25.8	22.5	22.8	23.4	23.9	24.2	23.7	23.2	21.1		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	49.9	52.3	54.7	55.6	55.9	58.4	59.9	60.7	58.8	58.3	57.4	56.9	55.8	54.3	52.6	49.3		
U.S. TV Households: 77,800,000		WK. 2	51.4	52.7	54.4	56.6	59.8	61.9	63.6	65.0	64.5	65.6	66.0	66.1	65.8	64.5	62.8	59.3		

U.S. TV Households: 77,800,000

(1) NAT'L LEAGUE CHAMP PRE 2, ABC, (8:00-8:15PM)(S)

For explanation of symbols, See page A.

EVE.WED. OCT.8, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. OCT.2, 1980

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W	TOTAL AUDIENCE (Households (000) & %)	{												{			
	ABC TV	{												{			
	AVERAGE AUDIENCE (Households (000) & %)	{												{			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{												{			
E	TOTAL AUDIENCE (Households (000) & %)	{												{			
	CBS TV	{												{			
	AVERAGE AUDIENCE (Households (000) & %)	{												{			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{												{			
K	TOTAL AUDIENCE (Households (000) & %)	{												{			
	NBC TV	{												{			
	AVERAGE AUDIENCE (Households (000) & %)	{												{			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{												{			
1	TOTAL AUDIENCE (Households (000) & %)	{												{			
	ABC TV	{												{			
	AVERAGE AUDIENCE (Households (000) & %)	{												{			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{												{			
W	TOTAL AUDIENCE (Households (000) & %)	{												{			
	ABC TV	{												{			
	AVERAGE AUDIENCE (Households (000) & %)	{												{			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{												{			
E	TOTAL AUDIENCE (Households (000) & %)	{												{			
	CBS TV	{												{			
	AVERAGE AUDIENCE (Households (000) & %)	{												{			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{												{			
K	TOTAL AUDIENCE (Households (000) & %)	{												{			
	NBC TV	{												{			
	AVERAGE AUDIENCE (Households (000) & %)	{												{			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{												{			
2	TOTAL AUDIENCE (Households (000) & %)	{												{			
	ABC TV	{												{			
	AVERAGE AUDIENCE (Households (000) & %)	{												{			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{												{			

TV HOUSEHOLDS USING TV		WK. 1	50.4	51.8	53.5	56.9	57.6	58.2	58.4	59.4	59.4	60.7	61.3	59.9	58.3	58.5	57.5	52.7
(See Def. 1)		WK. 2	50.5	52.5	53.9	55.7	58.0	60.2	62.2	64.4	65.5	66.1	66.7	66.0	63.5	62.1	61.6	58.6

U.S. TV Households: 77,800,000

(1) AMER. LEAGUE CHAMP PRE 2, ABC, (8:00-8:15 PM) (S)

For explanation of symbols, See page A.

EVE.THU. OCT.9, 1980

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						11,670 15.0	19,530 25.1										
	ABC TV						BENSON (R)(OP)			ABC FRIDAY NIGHT MOVIE THE WAY WE WERE(R) (8:30-10:54PM)(S)(OP)								
	AVERAGE AUDIENCE (Households (000) & %)						9,880 12.7	10,740 13.8		12.9*	14.1* 25 *		13.5* 24 *		14.2* 26 *		14.5* 29	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						24 12.4	12.9	12.8	13.0	14.0	14.3	13.6	13.3	13.9	14.6	14.6	14.5
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						13,690 17.6	21,470 27.6		20,070 25.8								
	CBS TV						INCREDIBLE HULK (R)(OP)	DUKES OF HAZZARD (R)		DALLAS (R)								
	AVERAGE AUDIENCE (Households (000) & %)						10,040 12.9	11.3*	14.4* 26 *		22.9 40	22.1* 39 *	23.7* 42 *		20.3 39	20.4* 38 *	20.3* 41 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						24 10.6	22 *	13.8	15.1	21.2	23.0	23.8	23.6	20.3	20.4	20.4	20.2
WEEK 3	TOTAL AUDIENCE (Households (000) & %)						13,850 17.8	9,410 12.1		10,040 12.9								
	NBC TV						FLINTSTONES (OP)	SPEAK UP AMERICA		NBC MAGAZINE (10:00-10:55PM) (S)(OP)								
	AVERAGE AUDIENCE (Households (000) & %)						9,340 12.0	12.0*	11.9* 22 *		6,850 8.8	8.5* 15 *	9.1* 16 *		7,390 9.5	9.6* 18 *	9.5* 19 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						22 12.1	23 *	12.1	11.6	8.6	8.3	8.9	9.3	9.4	9.8	9.9	8.9
WEEK 4	TOTAL AUDIENCE (Households (000) & %)						12,210 15.7 (1) (OP)	29,100 37.4										
	ABC TV									AMER. LEAGUE CHAMP GW 3 KANSAS CITY VS NEW YORK YANKEES (8:15-11:53PM)(-OP) (SUSTAINING 11:53-12:00AM)								
	AVERAGE AUDIENCE (Households (000) & %)						11,440 14.7	15,950 20.5	18.5* 32 *		19.2* 33 *		17.8* 30 *		21.5* 37 *		23.0* 41 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						28 14.7	37 16.7	18.2	18.9	19.4	19.1	17.8	17.8	21.1	21.9	22.7	23.4
WEEK 5	TOTAL AUDIENCE (Households (000) & %)						16,730 21.5	23,030 29.6		19,370 24.9								
	CBS TV						INCREDIBLE HULK (R)(OP)	DUKES OF HAZZARD (R)		DALLAS (10:00-10:55PM) (R)(S)(OP)								
	AVERAGE AUDIENCE (Households (000) & %)						12,370 15.9	15.0*	16.9* 29 *		18,670 24.0	23.3* 40 *	24.7* 42 *		16,180 20.8	21.2* 37 *	20.3* 37 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						28 14.8	27 *	16.3	17.5	22.1	24.4	24.7	24.7	21.5	20.9	20.6	20.0
WEEK 6	TOTAL AUDIENCE (Households (000) & %)						13,620 17.5	10,190 13.1		9,570 12.3								
	NBC TV						FLINTSTONES (R)(OP)	SPEAK UP AMERICA		NBC MAGAZINE								
	AVERAGE AUDIENCE (Households (000) & %)						10,110 13.0	12.6*	13.4* 23 *		7,080 9.1	8.4* 14 *	9.7* 16 *		7,000 9.0	9.3* 16 *	8.8* 16 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						23 12.0	23 *	13.8	12.9	8.3	8.5	9.6	9.8	9.4	9.2	8.9	8.6
TV HOUSEHOLDS USING TV		WK. 1	47.9	49.5	50.6	52.0	51.7	52.9	54.2	55.3	55.7	57.0	57.5	56.4	53.9	53.3	51.6	48.0
(See Def. 1)		WK. 2	48.2	49.1	49.6	52.1	53.8	55.7	57.5	58.8	58.2	58.7	59.1	59.2	56.9	56.9	55.7	54.4

U.S. TV Households: 77,800,000

(1)AMER. LEAGUE CHAMP PRE 3,ABC,(8:00-8:15PM)(S)

For explanation of symbols, See page A.

EVE.FRI. OCT.10, 1980

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45				
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						17,820 22.9						16,180 20.8						15,020 19.3		
	ABC TV						ALL STAR FAMILY FEUD					LOVE BOAT (R)(OP)					FANTASY ISLAND (10:00-10:55PM) (R)(S)(OP)				
	AVERAGE AUDIENCE (Households (000) & %)						12,210 15.7	14.2*			17.1*	13,150 16.9	16.1*			17.7*	11,980 15.4	15.2*	15.7*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						30 13.5	27 *			32 *	31 15.1	30 *			32 *	30 15.0	29 *	31 *		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						13,300 17.1						19,220 24.7								
	CBS TV						TIM CONWAY SHOW (OP)					CBS SATURDAY NIGHT MOVIE THE FURY (8:30-10:55PM)(S)(OP)									
	AVERAGE AUDIENCE (Households (000) & %)						10,810 13.9			11,280 14.5	13.2*			14.9*			15.4*	14.7*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						27 13.6			27 14.2	25 *			27 *			26 *	29 *	29 *		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						21,010 27.0														
	NBC TV						NBC SATURDAY NIGHT MOVIES CENTENNIAL, PART 6(R)(OP)														
	AVERAGE AUDIENCE (Households (000) & %)						10,660 13.7	12.7*			13.3*			13.7*			13.8*	14.5*	14.5*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						26 12.5	24 *			25 *			25 *			25 *	28 *	29 *		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)											16,880 21.7						16,650 21.4			
	ABC TV						NAT'L LEAGUE CHAMP GW 4 PHILADELPHIA VS HOUSTON (8-23-8-27PM)(OP)					LOVE BOAT SPECIAL (8-27-9:00PM)(R)					LOVE BOAT (R)(OP)				
	AVERAGE AUDIENCE (Households (000) & %)											13,850 17.8						12,760 16.4			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %											33 17.0						32 16.9			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						12,600 16.2						20,070 25.8								
	CBS TV						TIM CONWAY SHOW (OP)					WIZ									
	AVERAGE AUDIENCE (Households (000) & %)						10,270 13.2			11,510 14.8	15.7*			15.1*			14.5*	14.9*	14.0*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						24 12.1			28 14.3	29 *			27 *			26 *	28 *	28 *		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						17,430 22.4														
	NBC TV						NBC SATURDAY NIGHT MOVIES CENTENNIAL, PART 7(R) (8:00-10:55PM)(S)(OP)														
	AVERAGE AUDIENCE (Households (000) & %)						8,640 11.1	8.3*			10.1*			11.0*			11.9*	13.0*	12.7*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						20 8.0	15 *			19 *			20 *			22 *	24 *	25 *		
TV HOUSEHOLDS USING TV WK 1		47.8	49.7	50.6	51.9	51.6	52.5	53.7	54.0	54.3	54.8	54.6	54.3	52.6	52.1	51.3	48.6				
(See Def. 1) WK. 2		52.9	54.6	55.5	55.7	55.5	55.6	54.0	54.5	54.7	55.7	55.4	55.2	54.3	53.1	51.0	49.5				
U.S. TV Households 77,800,000																					

For explanation of symbols, See page A

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. OCT.4, 1980

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	5,210 6.7															
	ABC TV		ABC WEEKEND REPORT-SAT.															
	AVERAGE AUDIENCE (Households (000) & %)	{	5,130 6.6															
	SHARE OF AUDIENCE	%	15															
	AVG. AUD. BY ¼ HR.	%	6.6															
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{																
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE	%																
	AVG. AUD. BY ¼ HR.	%																
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{		11,750 15.1														
	NBC TV			SATURDAY NIGHT (11:30-12:58AM) (SUSTAINING 12:58-1:00AM)														
	AVERAGE AUDIENCE (Households (000) & %)	{		6,850 8.8	10.2*			8.6*		7.4*								
	SHARE OF AUDIENCE	%		30	30 *			29 *		29 *								
	AVG. AUD. BY ¼ HR.	%		10.8	9.7		8.9	8.2	7.7	7.1								
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{		6,300 8.1														
	ABC TV			ABC WEEKEND REPORT-SAT.														
	AVERAGE AUDIENCE (Households (000) & %)	{		5,990 7.7														
	SHARE OF AUDIENCE	%		17														
	AVG. AUD. BY ¼ HR.	%		7.7														
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{																
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE	%																
	AVG. AUD. BY ¼ HR.	%																
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{		13,770 17.7														
	NBC TV			SATURDAY NIGHT (11:30-12:49AM) (SUSTAINING 12:49-1:00AM)														
	AVERAGE AUDIENCE (Households (000) & %)	{		8,010 10.3	11.5*			10.5*										
	SHARE OF AUDIENCE	%		34	33 *			35 *										
	AVG. AUD. BY ¼ HR.	%		11.5	11.5		10.9	10.0	8.3	7.7								
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	45.9	42.4	36.0	32.7	30.4	28.0	26.3	24.5	21.5	19.5	17.4	15.2	13.5	12.4	11.5	9.5
		WK. 2	45.4	41.8	36.7	33.7	30.7	28.9	25.4	22.9	20.6	19.0	16.8	14.8	13.3	11.6	10.0	9.5
U.S. TV Households: 77,800,000																		

For explanation of symbols, See page A.

EVE.SAT. OCT.11, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. OCT.5, 1980

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
		TOTAL AUDIENCE (Households (000) & %)	{ 15,560 20.0				{ 27,000 34.7											
		ABC TV			THOSE AMAZING ANIMALS (OP)						ABC SUNDAY NIGHT MOVIE JAWS(R) (8:00-10:42PM) (SUSTAINING 10:42-10:50PM)							
		AVERAGE AUDIENCE (Households (000) & %)	{ 11,510 14.8				{ 17,040 21.9											
		SHARE OF AUDIENCE %	{ 25				{ 33											
		AVG. AUD. BY ¼ HR.	{ 13.2				{ 15.6											
W																		
E																		
		TOTAL AUDIENCE (Households (000) & %)	{ 26,060 33.5				{ 22,250 28.6								{ 12,680 16.3		{ 14,550 18.7	
		CBS TV			60 MINUTES (7:14-8:14PM)(OP)(-OP)						PERFECT MATCH (8:18-10:18PM)(OP)(-OP)						ALICE (10:14-10:44PM) (R)(-OP)	
		AVERAGE AUDIENCE (Households (000) & %)	{ 18,670 24.0				{ 15,020 19.3								{ 11,050 14.2		{ 11,670 15.0	
		SHARE OF AUDIENCE %	{ 40				{ 29								{ 22		{ 29	
		AVG. AUD. BY ¼ HR.	{ 21.9				{ 19.9								{ 15.1		{ 14.4	
K																		
1																		
		TOTAL AUDIENCE (Households (000) & %)	{ 14,240 18.3				{ 18,280 23.5				{ 26,690 34.3							
		NBC TV			DISNEY'S WONDERFUL WORLD THE SHAGGY DOG, PART 2(R)				CHIPS (OP)								BIG EVENT THE END (R)	
		AVERAGE AUDIENCE (Households (000) & %)	{ 10,110 13.0				{ 14,630 18.8				{ 16,960 21.8							
		SHARE OF AUDIENCE %	{ 22				{ 29				{ 33							
		AVG. AUD. BY ¼ HR.	{ 11.2				{ 16.5				{ 20.8							
		TOTAL AUDIENCE (Households (000) & %)	{ 16,800 21.6				{ 36,330 46.7											
		ABC TV			THOSE AMAZING ANIMALS (OP)						NAT'L LEAGUE CHAMP GM 5 PHILADELPHIA VS HOUSTON (8:00-11:55PM)							
		AVERAGE AUDIENCE (Households (000) & %)	{ 12,060 15.5				{ 21,630 27.8											
		SHARE OF AUDIENCE %	{ 26				{ 44											
		AVG. AUD. BY ¼ HR.	{ 13.4				{ 17.1											
W																		
E																		
		TOTAL AUDIENCE (Households (000) & %)	{ 23,180 29.8				{ 12,210 15.7		{ 12,370 15.9		{ 14,390 18.5		{ 14,160 18.2		{ 11,980 15.4			
		CBS TV			60 MINUTES		ARCHIE BUNKER'S PLACE (R)		ONE DAY AT A TIME (R)(OP)		ALICE (R)		JEFFERSONS (R)		TRAPPER JOHN, M.D. (10:00-10:55PM) (R)(S)(OP)			
		AVERAGE AUDIENCE (Households (000) & %)	{ 18,210 23.4				{ 10,430 13.4		{ 10,430 13.4		{ 11,830 15.2		{ 12,760 16.4		{ 9,340 12.0			
		SHARE OF AUDIENCE %	{ 40				{ 21		{ 20		{ 22		{ 24		{ 18			
		AVG. AUD. BY ¼ HR.	{ 21.0				{ 13.5		{ 13.2		{ 13.7		{ 16.1		{ 12.5			
K																		
2																		
		TOTAL AUDIENCE (Households (000) & %)	{ 24,430 31.4								{ 22,720 29.2							
		NBC TV					DISNEY'S WONDERFUL WORLD ESCAPE TO WITCH MOUNTAIN(R) (7:14-9:14PM)(OP)(-OP)										BIG EVENT REVENGE OF THE STEPFORD WIVES (9:14-11:09PM)(OP)	
		AVERAGE AUDIENCE (Households (000) & %)	{ 13,620 17.5				{ 18,9* 24 *		{ 18.9* 30 *		{ 20.8 31				{ 19.8* 29 *		{ 21.4* 32 *	
		SHARE OF AUDIENCE %	{ 28				{ 24 *		{ 30 *		{ 29 *				{ 29 *		{ 35 *	
		AVG. AUD. BY ¼ HR.	{ 12.1				{ 13.1		{ 13.9		{ 17.6		{ 18.0		{ 19.5		{ 20.0	
		TV HOUSEHOLDS USING TV (See Def. 1)	{ WK. 1 WK. 2															
		U.S. TV Households: 77,800,000 (1)JEFFERSONS, CBS, (10:44-11:14PM)																

For explanation of symbols, See page A

EVE.SUN. OCT.12, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. OCT.5, 1980

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W	TOTAL AUDIENCE (Households (000) & %)	{ 3,970 5.1															
	ABC TV	ABC WEEKEND REPORT-SUN															
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,810 4.9															
	SHARE OF AUDIENCE %	{ 11															
	AVG. AUD. BY ¼ HR. %	{ 4.9															
E	TOTAL AUDIENCE (Households (000) & %)	{ 4,900 6.3															
	CBS TV	CBS SUNDAY NEWS-BRADLEY (11:14-11:29PM) (OP)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,670 6.0															
	SHARE OF AUDIENCE %	{ 14															
	AVG. AUD. BY ¼ HR. %	{ 6.1 6.0															
1	TOTAL AUDIENCE (Households (000) & %)	{ 3,420 4.4															
	NBC TV	DECISION '80-SUN (11:44-12:14AM) (OP) NBC LATE NIGHT MOVIE COMEDY THEATRE (12:00-1:25AM) (SUSTAINING 1:25-1:41AM)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,960 3.8															
	SHARE OF AUDIENCE %	{ 13															
	AVG. AUD. BY ¼ HR. %	{ 4.1 3.5 1.7 1.5 1.5 1.4 1.2 1.2															
W	TOTAL AUDIENCE (Households (000) & %)	{ 16,880 21.7															
	ABC TV	NAT'L LEAGUE CHAMP GM 5 PHILADELPHIA VS HOUSTON (8:00-11:55PM) (OP) (1) (OP) ABC WEEKEND REPORT-SUN (12:06-12:21AM)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 16,490 21.2															
	SHARE OF AUDIENCE %	{ 31.3* 51*															
	AVG. AUD. BY ¼ HR. %	{ 30.7 31.8 32.3 22.4 6.1 5.2															
E	TOTAL AUDIENCE (Households (000) & %)	{ 4,430 5.7															
	CBS TV	CBS SUNDAY NEWS-BRADLEY															
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,280 5.5															
	SHARE OF AUDIENCE %	{ 10															
	AVG. AUD. BY ¼ HR. %	{ 5.5															
2	TOTAL AUDIENCE (Households (000) & %)	{ 3,500 4.5															
	NBC TV	(2) (5) (OP) DECISION '80-SUN (11:44-12:14AM) (OP) NBC LATE NIGHT MOVIE INSTITUTE FOR REVENGE (12:14-1:20AM) (OP) (SUSTAINING 1:20-1:58AM)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,570 3.3															
	SHARE OF AUDIENCE %	{ 9															
	AVG. AUD. BY ¼ HR. %	{ 22.6 3.8 3.2 2.0 1.9 1.7 1.4 1.3 1.2															
TV HOUSEHOLDS USING TV		WK. 1	47.4	41.6	32.3	26.8	22.6	19.7	16.4	14.6	13.1	10.9	8.9	7.2	5.7	4.8	3.9
(See Def. 1)		WK. 2	58.1	53.8	48.1	40.6	30.1	24.3	19.9	17.3	15.4	13.5	11.5	9.8	8.6	7.5	6.3

U.S. TV Households: 77,800,000

(1) NAT'L LEAGUE CHAMP POST, ABC, (11:55-12:06AM) (5)

A-19 (2) BIG EVENT, REVENGE OF THE STEPPORD WIVES, NBC, (9:14-11:09PM)

For explanation of symbols, See page A

EVE.SUN. OCT.12, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEPT. 29-OCT. 3, 1980

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W	TOTAL AUDIENCE (Households (000) & %)			4,430 5.7				4,280 5.5									
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (S)(OP) (PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)			3,500 4.5				3,660 4.7									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.			26 4.3		4.7		27 4.7		4.7		4.7					
E	TOTAL AUDIENCE (Households (000) & %)			2,800 3.6		2,720 3.5						4,670 6.0		4,820 6.2			
	CBS TV			MORNING MON-FRI (CO-OP) (PARTICIPATING)				CAPTAIN KANGAROO				JEFFERSONS M-F (MTWTF)(S)(OP)		ALICE-M-F (MTWTF)(S)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)			1,630 2.1		1,480 1.9						3,970 5.1		4,360 5.6			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.			13 2.0		11 1.6		10 1.9		1.8		28 4.8		31 5.5		5.6	
K	TOTAL AUDIENCE (Households (000) & %)			4,750 6.1		5,060 6.5						1,790 2.3		1,710 2.2			
	NBC TV			TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)		TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)						DAVID LETTERMAN-1		DAVID LETTERMAN-2 (SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)			3,580 4.6		4,120 5.3						1,400 1.8		1,480 1.9			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.			27 4.4		31 5.6						10		11			
1	TOTAL AUDIENCE (Households (000) & %)			4,360 5.6		4,200 5.4											
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP) (S)(OP) (PARTICIPATING)											
	AVERAGE AUDIENCE (Households (000) & %)			3,350 4.3		3,580 4.6											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.			25 4.3		26 4.6		4.3		4.6							
E	TOTAL AUDIENCE (Households (000) & %)			3,110 4.0		2,880 3.7						4,280 5.5		4,900 6.3			
	CBS TV			MORNING MON-FRI (CO-OP) (PARTICIPATING)				CAPTAIN KANGAROO				JEFFERSONS M-F		ALICE-M-F			
	AVERAGE AUDIENCE (Households (000) & %)			1,950 2.5		1,630 2.1						3,500 4.5		4,360 5.6			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.			15 2.4		12 2.0		11 2.1		2.0		26 4.2		33 4.8		5.5	
K	TOTAL AUDIENCE (Households (000) & %)			4,820 6.2		4,900 6.3						2,490 3.2		2,180 2.8			
	NBC TV			TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)		TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)						DAVID LETTERMAN-1		DAVID LETTERMAN-2 (SUS OP)			
	AVERAGE AUDIENCE (Households (000) & %)			3,660 4.7		4,200 5.4						2,020 2.6		1,870 2.4			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.			27 4.6		31 5.5		5.3				15 2.6		14 2.5		2.5	
2	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																
TV HOUSEHOLDS USING TV WK. 1		8.2	10.7	12.9	14.8	16.0	17.5	17.5	17.2	17.5	18.1	18.0	18.3	17.7	17.5	17.7	17.7
(See Def. 1) WK. 2		8.4	10.9	13.2	14.3	16.0	17.7	17.9	17.8	17.7	17.8	17.5	17.5	17.5	17.7	17.5	17.5

U.S. TV Households: 77,800,000

For explanation of symbols, See page A

DAY MON.-FRI. OCT. 6-10, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEPT.29-OCT.3, 1980

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 5,290 6.8		{ 5,370 6.9		{ 6,070 7.8		{ 8,640 11.1		{ 8,790 11.3		{ 8,790 11.3		{ 8,790 11.3		{ 8,790 11.3	
	ABC TV	LOVE BOAT DAYTIME		FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)		ONE LIFE TO LIVE >(S)(OP) (SUS-OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,810 4.9		{ 4,590 5.9		{ 5,080 6.5		{ 6,850 8.8		{ 7,000 9.0		{ 7,000 9.0		{ 7,000 9.0		{ 7,000 9.0	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	26	4.7*	26*	5.1*	27	6.5	34	8.4*	35*	9.2*	35*	9.2*	35*	9.2*	35*	9.3*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,750 6.1		{ 5,210 6.7		{ 5,290 6.8		{ 7,240 9.3		{ 6,850 8.8		{ 6,850 8.8		{ 6,850 8.8		{ 6,850 8.8	
	CBS TV	PRICE IS RIGHT 1 PRICE IS RIGHT 2 (OP)		SEARCH FOR TOMORROW >(S)(OP)		YOUNG AND THE RESTLESS >(S)(OP)		AS THE WORLD TURNS >(S)(OP)									
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,120 5.3		{ 4,510 5.8		{ 4,590 5.9		{ 5,600 7.2		{ 5,520 7.1		{ 5,520 7.1		{ 5,520 7.1		{ 5,520 7.1	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	29	5.1	30	5.5	25	5.9	30	6.9*	27	7.5*	30*	7.5*	27	7.0*	27*	7.2*
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 3,030 3.9		{ 3,350 4.3		{ 2,330 3.0		{ 3,030 3.9		{ 5,450 7.0		{ 4,590 5.9		{ 4,590 5.9		{ 4,590 5.9	
	NBC TV	WHEEL OF FORTUNE		PASSWORD PLUS		CARD SHARKS		DOCTORS		DAYS OF OUR LIVES		ANOTHER WORLD >(S)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,650 3.4		{ 2,800 3.6		{ 1,870 2.4		{ 2,570 3.3		{ 4,050 5.2		{ 3,660 4.7		{ 3,660 4.7		{ 3,660 4.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	19	3.3	19	3.5	11	2.4	14	3.2	20	4.9*	18	4.7*	18*	4.7*	17*	4.6*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 3,350 4.3		{ 4,280 5.5		{ 4,670 6.0		{ 6,610 8.5		{ 6,690 8.6		{ 6,690 8.6		{ 6,690 8.6		{ 6,690 8.6	
	ABC TV	LOVE BOAT DAYTIME		FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)		ONE LIFE TO LIVE (NTU)(S)(OP) (SUS-OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,350 4.3		{ 4,280 5.5		{ 4,670 6.0		{ 6,610 8.5		{ 6,690 8.6		{ 6,690 8.6		{ 6,690 8.6		{ 6,690 8.6	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	23	4.0*	23*	4.5*	25	5.1	32	8.4*	33*	8.7*	32	8.4*	31*	8.4*	32*	8.8*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,670 6.0		{ 5,520 7.1		{ 5,680 7.3		{ 7,240 9.3		{ 7,470 9.6		{ 7,470 9.6		{ 7,470 9.6		{ 7,470 9.6	
	CBS TV	PRICE IS RIGHT 1 PRICE IS RIGHT 2 (OP)		SEARCH FOR TOMORROW >(S)(OP)		YOUNG AND THE RESTLESS >(S)(OP)		AS THE WORLD TURNS >(S)(OP)									
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,050 5.2		{ 4,670 6.0		{ 4,980 6.4		{ 5,680 7.3		{ 6,150 7.9		{ 6,150 7.9		{ 6,150 7.9		{ 6,150 7.9	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	29	4.9	31	5.5	27	6.1	30	7.0*	29*	7.6*	29	7.6*	29*	7.6*	29*	8.0*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 3,110 4.0		{ 3,500 4.5		{ 2,490 3.2		{ 3,270 4.2		{ 5,450 7.0		{ 5,130 6.6		{ 5,130 6.6		{ 5,130 6.6	
	NBC TV	WHEEL OF FORTUNE		PASSWORD PLUS		CARD SHARKS		DOCTORS		DAYS OF OUR LIVES >(S)(OP)		ANOTHER WORLD >(S)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,720 3.5		{ 3,030 3.9		{ 2,020 2.6		{ 2,720 3.5		{ 4,050 5.2		{ 3,890 5.0		{ 3,890 5.0		{ 3,890 5.0	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	20	3.4	20	3.7	12	2.5	15	3.5	20	5.0*	21*	5.1*	19*	5.1*	18*	4.9*
TV HOUSEHOLDS USING TV WK. 1		17.8	18.5	19.1	20.6	22.6	23.8	23.6	24.5	25.1	25.9	25.6	25.7	25.3	26.5	26.8	27.1
(See Def. 1) WK. 2		17.7	18.8	19.4	20.8	22.6	23.7	23.6	24.2	25.1	26.2	25.8	26.2	26.1	27.2	27.6	28.2
U.S. TV Households: 77,800,000																	

For explanation of symbols, See page A.

DAY MON.-FRI. OCT.6-10, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEPT. 29-OCT. 3, 1980

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W	TOTAL AUDIENCE (Households (000) & %)	{ 10,110 13.0		GENERAL HOSPITAL (SUS-OP)		4,430 5.7		EDGE OF NIGHT (S)(OP)						10,040 12.9		ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,250 10.6		10.3*		10.9*		3,730 4.8						8,710 11.2			
	SHARE OF AUDIENCE %	{ 38		39 *		37 *		17						23			
	AVG. AUD. BY ¼ HR.	{ 10.1		10.6		11.0		10.7		4.9		4.6		10.9		11.5	
E	TOTAL AUDIENCE (Households (000) & %)	{ 7,080 9.1		GUIDING LIGHT (OP)		3,580 4.6		ONE DAY AT A TIME M-F						10,580 13.6		CBS EVENING NEWS CRONKITE	
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,760 7.4		7.4*		7.4*		2,960 3.8						9,340 12.0			
	SHARE OF AUDIENCE %	{ 26		27 *		25 *		13						24			
	AVG. AUD. BY ¼ HR.	{ 7.4		7.4		7.5		7.3		3.6		4.1		11.9		12.2	
K	TOTAL AUDIENCE (Households (000) & %)	{ 4,590 5.9		TEXAS										10,270 13.2		NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,420 4.4		4.4*		4.5*								9,020 11.6			
	SHARE OF AUDIENCE %	{ 16		16 *		15 *								24			
	AVG. AUD. BY ¼ HR.	{ 4.3		4.4		4.4		4.7						11.2		11.9	
1	TOTAL AUDIENCE (Households (000) & %)	{ 9,650 12.4		GENERAL HOSPITAL (MTUWTH)(S)(OP)		3,660 4.7		EDGE OF NIGHT (TUWTH)(S)(OP)						9,410 12.1		ABC WORLD NEWS TONIGHT (TU-F)(S)(OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,780 10.0		9.7*		10.3*		3,110 4.0						7,860 10.1			
	SHARE OF AUDIENCE %	{ 34		35 *		34 *		14						22			
	AVG. AUD. BY ¼ HR.	{ 9.5		10.0		10.1		10.5		4.1		4.0		9.9		10.4	
E	TOTAL AUDIENCE (Households (000) & %)	{ 7,780 10.0		GUIDING LIGHT (S)(OP)		3,580 4.6		ONE DAY AT A TIME M-F (MTUWTH)(S)(OP)						11,510 14.8		CBS EVENING NEWS- CRONKITE	
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,150 7.9		7.8*		8.0*		2,960 3.8						10,040 12.9			
	SHARE OF AUDIENCE %	{ 27		27 *		26 *		12						26			
	AVG. AUD. BY ¼ HR.	{ 7.8		7.9		8.1		7.9		3.6		4.0		12.8		13.1	
2	TOTAL AUDIENCE (Households (000) & %)	{ 5,210 6.7		TEXAS										10,580 13.6		NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,810 4.9		4.8*		5.0*								9,100 11.7			
	SHARE OF AUDIENCE %	{ 17		17 *		16 *								23			
	AVG. AUD. BY ¼ HR.	{ 4.8		4.9		4.8		5.2						11.5		11.9	
TV HOUSEHOLDS USING TV		WK. 1	27.1	28.4	29.1	29.8	28.6	30.0	30.7	32.5	34.2	36.3	37.7	40.0	43.6	46.2	47.7
(See Def. 1)		WK. 2	28.5	29.7	30.6	31.5	30.3	31.8	33.1	34.8	36.4	38.7	40.9	43.4	46.7	48.6	49.2
U.S. TV Households: 77,800,000																	50.5

For explanation of symbols, See page A.

DAY MON.-FRI. OCT. 6-10, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. OCT. 4, 1980

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W	TOTAL AUDIENCE (Households (000) & %)	{				3,500 4.5	4,280 5.5			5,370 6.9		5,290 6.8	5,600 7.2			6,460 8.3	
	ABC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{				2,720 3.5	3,580 4.6			4,670 6.0		4,750 6.1	4,590 5.9			5,450 7.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{				24 3.0	25 4.2			29 5.9		27 5.9	29 5.0			30 7.1	
E	TOTAL AUDIENCE (Households (000) & %)	{				2,880 3.7	3,970 5.1			5,600 7.2		7,000 9.0		6,690 8.6		5,680 7.3	
	CBS TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{				1,950 2.5	2,880 3.7			4,430 5.7		5,990 7.7		5,600 7.2		4,430 5.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{				20 2.1	22 2.9			27 5.1		34 6.3		31 7.4		23 6.1	
K	TOTAL AUDIENCE (Households (000) & %)	{				2,490 3.2	3,810 4.9			5,680 7.3		4,750 6.1		4,750 5.1		4,750 6.1	
	NBC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{				1,950 2.5	3,110 4.0			4,430 5.7		4,120 5.3		3,970 5.1		3,810 4.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{				23 2.3	26 2.7			28 5.5		24 5.2		22 5.3		21 4.7	
1	TOTAL AUDIENCE (Households (000) & %)	{				3,110 4.0	4,430 5.7			6,690 8.6		6,070 7.8	7,000 9.0			6,220 8.0	
	ABC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{				2,490 3.2	3,420 4.4			5,450 7.0		5,060 6.5	5,600 7.2			5,370 6.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{				23 3.1	30 3.4			32 6.9		30 6.6	32 6.6			29 7.0	
E	TOTAL AUDIENCE (Households (000) & %)	{				3,810 4.9	5,680 7.3			6,690 8.6		7,550 9.7		7,470 9.6		6,300 8.1	
	CBS TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{				2,800 3.6	4,360 5.6			5,600 7.2		6,770 8.7		6,460 8.3		5,210 6.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{				27 2.9	30 4.2			33 6.8		36 7.5		34 8.5		28 6.8	
2	TOTAL AUDIENCE (Households (000) & %)	{				2,490 3.2	4,200 5.4			4,590 5.9		4,980 6.4		5,290 6.8		4,360 5.6	
	NBC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{				2,020 2.6	3,420 4.4			3,730 4.8		4,200 5.4		4,200 5.4		3,730 4.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{				22 2.2	24 2.9			22 4.8		23 4.9		22 5.4		20 4.7	
TV HOUSEHOLDS USING TV		WK. 1	3.7	4.6	6.1	8.7	11.1	13.7	15.7	18.1	20.3	21.7	21.8	23.0	22.9	23.4	24.6
(See Def. 1)		WK. 2	4.9	6.5	8.0	9.7	12.3	14.7	17.5	20.2	21.6	22.6	24.1	24.3	24.6	24.3	24.7

U.S. TV Households: 77,800,000

For explanation of symbols, See page A

DAY SAT. OCT. 11, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. OCT. 4, 1980

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W	ABC TV TOTAL AUDIENCE (Households (000) & %) { 5,760 7.4 HEATHCLIFF & DINGBAT 5,060 6.5 PLASTICMAN/BABY PLAS SHOW (OP) 5,600 7.2 ABC WEEKEND SPECIALS SCRUFFY, PART 1 5,370 6.9 AMERICAN BANDSTAND '80 5,450 7.0 NCAA FOOTBALL PRE GAME 15,950 20.5 NCAA FOOTBALL GAME VARIOUS TEAMS AND TIMES (1:42-4:58PM) AVERAGE AUDIENCE (Households (000) & %) { 4,820 6.2 4,050 5.2 4,590 5.9 2,960 3.8 5,060 6.5 6,850 8.8 SHARE OF AUDIENCE % 28 25 24 14 24 30 33 AVG. AUD. BY 1/4 HR. % 6.3 6.2 5.3 5.0 5.6 6.3 3.3 13* 4.3* 16* 24 30 8.8* 33* 9.3* 33*															
E	CBS TV TOTAL AUDIENCE (Households (000) & %) { 5,600 7.2 ALL NEW POPEYE HOUR 2 (OP) 4,590 5.9 DRAG PACK (OP) 4,980 6.4 NEW FAT ALBERT SHOW (OP) 6,460 8.3 TARZAN/LONE RANGER-1 (OP) 7,160 9.2 TARZAN/LONE RANGER-2 (OP) 3,970 5.1 30 MINUTES AVERAGE AUDIENCE (Households (000) & %) { 4,430 5.7 3,660 4.7 4,120 5.3 5,370 6.9 5,990 7.7 3,270 4.2 SHARE OF AUDIENCE % 24 20 21 27 28 15 AVG. AUD. BY 1/4 HR. % 5.8 5.5 4.7 4.8 5.2 5.4 6.5 7.3 7.7 7.7 4.7 3.7															
K	NBC TV TOTAL AUDIENCE (Households (000) & %) { 5,290 6.8 BATMAN & SUPER 7 (OP) 5,130 6.6 BATMAN & SUPER 7 (OP) 4,430 5.7 JONNY QUEST (OP) 4,670 6.0 JETSONS 3,580 4.6 (1) NBC MAJOR LEAGUE BASEBALL (1) DETROIT VS NY (2:19-4:41PM) HOUSTON VS LA (4:41-6:58PM) AVERAGE AUDIENCE (Households (000) & %) { 4,050 5.2 4,280 5.5 3,500 4.5 3,420 4.4 3,110 4.0 SHARE OF AUDIENCE % 23 23 18 17 15 AVG. AUD. BY 1/4 HR. % 5.2 5.3 5.2 5.9 4.4 4.5 4.1 4.6 4.0 6.8 4.4* TOTAL AUDIENCE (Households (000) & %) { 7,000 9.0 HEATHCLIFF & DINGBAT 5,210 6.7 PLASTICMAN/BABY PLAS SHOW (OP) 6,380 8.2 ABC WEEKEND SPECIALS SCRUFFY, PART 2 4,820 6.2 NCAA FOOTBALL PRE GAME 23,110 29.7 NCAA FOOTBALL GAME OKLAHOMA VS TEXAS (12:45-4:11PM) AVERAGE AUDIENCE (Households (000) & %) { 5,450 7.0 4,430 5.7 4,820 6.2 4,430 5.7 9,020 8.9* 10,920 10.9* 10,820 10.8* 11.2* SHARE OF AUDIENCE % 30 24 22 22 39 38 AVG. AUD. BY 1/4 HR. % 6.9 7.1 5.8 5.6 5.9 6.4 5.7 6.5 8.4 9.3 10.8 11.1 11.3 10.3 11.0 11.4															
W	ABC TV TOTAL AUDIENCE (Households (000) & %) { 6,300 8.1 ALL NEW POPEYE HOUR 2 (OP) 5,130 6.6 DRAG PACK (OP) 5,600 7.2 NEW FAT ALBERT SHOW (OP) 6,920 8.9 TARZAN/LONE RANGER-1 (OP) 6,380 8.2 TARZAN/LONE RANGER-2 (OP) 3,810 4.9 30 MINUTES AVERAGE AUDIENCE (Households (000) & %) { 4,820 6.2 4,360 5.6 4,590 5.9 5,370 6.9 5,290 6.8 3,030 3.9 SHARE OF AUDIENCE % 26 23 23 25 23 AVG. AUD. BY 1/4 HR. % 6.1 6.2 5.6 5.6 5.7 6.2 6.4 7.4 6.7 6.8 4.2 3.6															
E	CBS TV TOTAL AUDIENCE (Households (000) & %) { 4,900 6.3 BATMAN & SUPER 7 (OP) 4,980 6.4 BATMAN & SUPER 7 (OP) 4,820 6.2 JONNY QUEST (OP) 3,890 5.0 DRAWING POWER AVERAGE AUDIENCE (Households (000) & %) { 3,970 5.1 4,360 5.6 3,890 5.0 3,110 4.0 SHARE OF AUDIENCE % 21 23 20 15 AVG. AUD. BY 1/4 HR. % 4.8 5.4 5.4 5.7 4.9 5.1 4.0 3.9															
K	NBC TV TOTAL AUDIENCE (Households (000) & %) { 3,970 5.1 4,360 5.6 3,890 5.0 3,110 4.0 SHARE OF AUDIENCE % 21 23 20 15 AVG. AUD. BY 1/4 HR. % 4.8 5.4 5.4 5.7 4.9 5.1 4.0 3.9															
2	TV HOUSEHOLDS USING TV WK. 1 (See Def. 1) WK. 2 23.6 23.3 23.3 23.8 24.5 25.5 25.0 26.3 27.3 28.1 28.5 28.2 27.3 28.1 29.3 29.1 23.8 24.9 24.2 24.3 24.2 26.5 27.1 28.7 29.1 29.9 29.8 30.3 30.9 31.0 31.3 31.5															

U.S. TV Households: 77,800,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:10 PM)

For explanation of symbols, See page A.

DAY SAT. OCT. 11, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. OCT. 4, 1980

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W	ABC TV TOTAL AUDIENCE (Households (000) & %) { AVERAGE AUDIENCE (Households (000) & %) { SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %															
E	NCAA FOOTBALL GAME VARIOUS TEAMS AND TIMES (1:42-4:58PM)(-OP)															
E	ABC WIDE WORLD-SPORTS SAT (5:05-6:30PM)															
K	CBS TV TOTAL AUDIENCE (Households (000) & %) { AVERAGE AUDIENCE (Households (000) & %) { SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %															
1	CBS SPORTS SPECTACULAR JOCKEY GOLD CUP (5:00-5:54PM)(S)(OP)															
1	NBC TV TOTAL AUDIENCE (Households (000) & %) { AVERAGE AUDIENCE (Households (000) & %) { SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %															
W	NBC MAJOR LEAGUE BASEBALL DETROIT VS NEW YORK YANKEES(2:19-4:41PM) HOUSTON VS LOS ANGELES(4:41-6:58PM)															
E	ABC TV TOTAL AUDIENCE (Households (000) & %) { AVERAGE AUDIENCE (Households (000) & %) { SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %															
E	NCAA FOOTBALL GAME OKLAHOMA VS TEXAS (12:45-4:11PM)(-OP)															
K	NAT'L LEAGUE CHAMP GM 4 PHILADELPHIA VS HOUSTON (4:23-8:27PM)															
2	CBS TV TOTAL AUDIENCE (Households (000) & %) { AVERAGE AUDIENCE (Households (000) & %) { SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %															
2	CBS SPORTS SPECTACULAR (4:30-5:54PM)(S)(OP)															
2	NBC TV TOTAL AUDIENCE (Households (000) & %) { AVERAGE AUDIENCE (Households (000) & %) { SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %															
2	NBC NIGHTLY NEWS-SAT.															
TV HOUSEHOLDS USING TV	WK. 1	29.4	28.8	29.5	31.2	31.6	32.4	34.0	34.6	34.2	35.0	37.1	39.2	41.0	41.7	44.5
(See Def. 1)	WK. 2	31.8	32.7	34.0	35.6	37.0	38.5	39.7	41.4	43.2	44.1	45.0	45.6	47.8	49.0	50.6
U.S. TV Households: 77,800,000																

(1) NCAA FOOTBALL POST GAME, ABC, (4:53-5:05PM)

(2) NAT'L LEAGUE CHAMP PRE 4, ABC, (4:11-4:23PM)(S)

For explanation of symbols, See page A.

DAY SAT. OCT. 11, 1980

For explanation of symbols, See page A.
DAY SUN. OCT. 12, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. OCT. 5, 1980

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	3,190 4.1	2,570 3.3		2,410 3.1		2,570 3.3									
	ABC TV		KIDS ARE PEOPLE TOO II (11:04-11:30AM) (OP)	ANIMALS, ANIMALS (OP)		ISSUES AND ANSWERS		COLLEGE FOOTBALL '80									
	AVERAGE AUDIENCE (Households (000) & %)	{	2,490 3.2	1,790 2.3		2,020 2.6		1,790 2.3									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	14 3.0	10 2.3	2.3	10 2.5	2.6	8 2.1	2.4								
E K 2	TOTAL AUDIENCE (Households (000) & %)	{		2,960 3.8				6,850 8.8		22,480 28.9							
	CBS TV			FACE THE NATION				CBS NFL FOOTBALL PRE GAME		CBS NFL FOOTBALL GAME I VARIOUS TEAMS AND TIMES ~ (1:00-7:14PM)							
	AVERAGE AUDIENCE (Households (000) & %)	{		2,260 2.9				5,290 6.8		10,660 13.7							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%		11 2.8	3.0			25 5.9	36 7.6	39 * 11.8	12.8 * 13.8	14.9 * 15.1	42 * 14.5	14.3 * 14.2	38 * 13.6	13.6 * 13.7	35 * 13.7
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{				3,270 4.2		4,820 6.2		22,170 28.5							
	NBC TV					MEET THE PRESS		NFL '80-NBC		NFL FOOTBALL GAME I-NBC VARIOUS TEAMS AND TIMES ~ (1:00-7:29PM)							
	AVERAGE AUDIENCE (Households (000) & %)	{				2,330 3.0		3,810 4.9		11,130 14.3							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%				13 3.7		18 4.9		38 11.8 *	36 * 11.8 *	39 * 14.0 *	39 * 14.0 *	37 * 13.8 *	38 * 13.8 *	38 * 14.6 *	38 * 14.6 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	2,410 3.1	1,790 2.3		2,570 3.3		1,560 2.0									
	ABC TV		KIDS ARE PEOPLE TOO II (11:04-11:30AM) (OP)	ANIMALS, ANIMALS (OP)		ISSUES AND ANSWERS		COLLEGE FOOTBALL '80									
	AVERAGE AUDIENCE (Households (000) & %)	{	2,410 3.1	1,790 2.3		2,570 3.3		1,560 2.0									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	14 3.2	9 2.0	2.6	12 3.3	3.3	7 1.7	2.3								
E K 2	TOTAL AUDIENCE (Households (000) & %)	{		4,280 5.5				7,000 9.0		24,350 31.3							
	CBS TV			FACE THE NATION				CBS NFL FOOTBALL PRE GAME		CBS NFL FOOTBALL GAME I VARIOUS TEAMS AND TIMES ~ (1:00-7:00PM)							
	AVERAGE AUDIENCE (Households (000) & %)	{		3,660 4.7				5,520 7.1		12,140 15.6							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%		20 4.5	4.9			22 6.7	35 * 7.4	35 * 10.7	12.3 * 13.9	16.6 * 15.9	44 * 17.3	17.3 * 17.4	43 * 17.2	15.4 * 15.7	38 * 15.2
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{				2,880 3.7		6,380 8.2		20,070 25.8							
	NBC TV					MEET THE PRESS		NFL '80 NBC		NFL FOOTBALL GAME I-NBC VARIOUS TEAMS AND TIMES ~ (1:00-4:14PM)							
	AVERAGE AUDIENCE (Households (000) & %)	{				2,330 3.0		4,750 6.1		10,110 13.0							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%				12 3.0	3.0	21 5.4	36 * 6.9	34 10.6	36 * 12.1	37 * 12.7	37 * 12.9	35 * 13.6	35 * 12.8	31 * 11.9	31 * 12.3
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	21.9	22.9	23.1	24.3	24.9	26.9	28.3	31.2	34.2	36.0	37.3	38.1	39.1	39.3	40.0
		WK. 2	22.2	22.7	24.2	25.3	26.6	28.8	30.3	30.9	32.3	33.8	35.2	36.2	37.9	38.5	38.3
U.S. TV Households: 77,800,000																	

DAY SUN. OCT. 12, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. OCT. 5, 1980

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000) & %)		{ 20,770 26.7															
ABC TV		ABC SUNDAY AFTERNOON BSBL HOUSTON VS LOS ANGELES PHILADELPHIA VS MONTREAL															
W	AVERAGE AUDIENCE (Households (000) & %)	{ 7,860 10.1 5.2* 6.8* 8.8* 9.6* 10.1* 11.9* 13.5* 14.7*															
	SHARE OF AUDIENCE %	{ 22 13* 16* 20* 22* 23* 26* 28* 28*															
	AVG. AUD. BY 1/4 HR.	{ 4.7 5.7 6.2 7.5 8.9 8.7 9.5 9.7 10.0 10.1 11.3 12.4 13.2 13.8 15.4 14.0															
	TOTAL AUDIENCE (Households (000) & %)	{ 20,150 25.9															
CBS TV		CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES ~ (1:00-7:14PM) CBS NFL FOOTBALL GAME 2 NEW YORK GIANTS VS DALLAS SAN FRANCISCO VS LOS ANGELES (4:00-7:14PM)															
E	AVERAGE AUDIENCE (Households (000) & %)	{ 8,010 10.3 9.8* 10.2* 10.2* 10.1* 9.5* 9.7*															
	SHARE OF AUDIENCE %	{ 33* 31* 22 22* 23* 23* 22*															
	AVG. AUD. BY 1/4 HR.	{ 13.7 12.9 13.1 13.8 8.5 10.2 10.4 9.9 10.2 10.1 10.6 9.6 9.4 9.6 8.9 10.5															
	TOTAL AUDIENCE (Households (000) & %)	{ 6,610 8.5															
NBC TV		NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES ~ (1:00-7:00PM)(-OP) NFL FOOTBALL POST-NBC (4:01-4:10PM) RELIGIOUS SERIES (SUS) NBC NIGHTLY NEWS- SUN.															
K	AVERAGE AUDIENCE (Households (000) & %)	{ 6,380 8.2															
	SHARE OF AUDIENCE %	{ 38* 37* 19															
	AVG. AUD. BY 1/4 HR.	{ 15.4 15.7 16.4 15.5 8.2 8.0															
	TOTAL AUDIENCE (Households (000) & %)	{ 7,700 9.9															
ABC TV		AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %															
W	AVERAGE AUDIENCE (Households (000) & %)	{ 6,460 8.3															
	SHARE OF AUDIENCE %	{ 15															
	AVG. AUD. BY 1/4 HR.	{ 7.7 8.5															
	TOTAL AUDIENCE (Households (000) & %)	{ 5,680 7.3															
CBS TV		CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES ~ (1:00-7:00PM) (OP) CBS LIBRARY ANIMAL TALK CBS EVENING NEWS- DEAN															
E	AVERAGE AUDIENCE (Households (000) & %)	{ 3,660 4.7 3.7* 5.7*															
	SHARE OF AUDIENCE %	{ 11 9* 13*															
	AVG. AUD. BY 1/4 HR.	{ 2.8 4.6 5.3 6.1															
	TOTAL AUDIENCE (Households (000) & %)	{ 7,310 9.4															
NBC TV		NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES ~ (1:00 4:14PM)(-OP) NFL FOOTBALL GAME 2-NBC VARIOUS TEAMS AND TIMES ~ (4:14 6:50PM)(6:59-7:14PM)(OP)															
K	AVERAGE AUDIENCE (Households (000) & %)	{ 11,670 15.0															
	SHARE OF AUDIENCE %	{ 32* 35* 33 32* 34* 36* 36*															
	AVG. AUD. BY 1/4 HR.	{ 12.9 13.8 14.4 15.2 13.6 13.3 13.3 13.7 13.7 14.7 14.8 15.4 16.7 16.9 17.3 15.5															
	TOTAL AUDIENCE (Households (000) & %)	{ 25,050 32.2															
ABC TV		AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %															
2	AVERAGE AUDIENCE (Households (000) & %)	{ 41.8 41.9 42.2 42.7 42.9 43.2 43.4 44.4 44.3 44.2 45.9 47.2 48.5 49.8 51.7 53.8															
	SHARE OF AUDIENCE %	{ 40.8 41.6 42.0 42.9 43.4 42.4 42.6 42.6 43.5 43.6 43.2 45.9 48.4 49.4 51.2 53.3															
	AVG. AUD. BY 1/4 HR.	{ 40.8 41.6 42.0 42.9 43.4 42.4 42.6 42.6 43.5 43.6 43.2 45.9 48.4 49.4 51.2 53.3															
	TOTAL AUDIENCE (Households (000) & %)	{ 77,800,000															

DAY SUN. OCT. 12, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING MONDAY																	
ABC CARTER/MONDALE COMM. 1(S)	1	8.55- 8.59PM	8.45	13,230	17.0	11,590	14.9	22	14.9			16,260	20.9	13,540	17.4	27	17.4
ABC ED CLARK FOR PRES. COMM(S)	2	8.55- 8.59PM	8.45														
ABC NFL MONDAY NIGHT FOOTBALL	1	9.00-12.00MD	+GRID	27,230	35.0	13,690	17.6	30				29,100	37.4	16,730	21.5	36	
	2	9.00-12.01AM	+GRID														
			11.00						19.0								20.1
			11.15						17.2								18.1
			11.30						16.4								16.5
			11.45						14.7								14.0
			12.00														13.0
	2	12.01-12.17AM	(SUS)														
NBC NBC MONDAY NIGHT MOVIES	2	9.00-11.25PM	+GRID									21,940	28.2	12,530	16.1	26	
			11.00														15.7
			11.15														13.3
EVENING TUESDAY																	
ABC NAT'L LEAGUE CHAMP GM 1(S)	2	8.15-11.11PM	+GRID									28,630	36.8	16,800	21.6	35	
			11.00														19.9
ABC REAGAN/BUSH COMM.1(S)	1	10.56-11.00PM	10.45	9,650	12.4	8,400	10.8	19	10.8								
CBS MOVIE PROMO FILL-TUE(SUS)	1	10.55-11.00PM	10.45														
EVENING WEDNESDAY																	
ABC NAT'L LEAGUE CHAMP GM 2(S)	2	8.15-11.51PM	+GRID									29,720	38.2	16,570	21.3	35	
			11.00														24.1
			11.15														24.0
			11.30														22.5
			11.45														20.1
	2	11.51-12.02AM	(SUS)														
ABC ED CLARK FOR PRES. COMM(S)	1	10.56-11.00PM	10.45	11,200	14.4	10,110	13.0	26	13.0								
CBS REAGAN FOR PRESIDENT-WED(S)		10.56-11.00PM	10.45	11,280	14.5	10,040	12.9	26	12.9			10,350	13.3	9,410	12.1	20	12.1
NBC CARTER/MONDALE POLIT./WED(S)	2	10.55-11.00PM	10.45									14,550	18.7	13,380	17.2	29	17.2
NBC REAGAN POLITICAL-WED(S)	1	10.55-11.00PM	10.45	10,190	13.1	8,950	11.5	23	11.5								
EVENING THURSDAY																	
ABC AMER. LEAGUE CHAMP GM 2(S)	2	8.15-11.27PM	+GRID									28,710	36.9	17,040	21.9	36	
			11.00														23.8
			11.15														21.3
ABC CARTER/MONDALE COMM. 3(S)	1	10.56-11.00PM	10.45	11,280	14.5	9,880	12.7	24	12.7								
CBS REAGAN FOR PRESIDENT-THU(S)	2	9.54- 9.59PM	9.45									9,570	12.3	8,790	11.3	17	11.3
CBS CARTER FOR PRESIDENT-THU(S)	1	10.56-11.00PM	10.45	10,270	13.2	9,100	11.7	22	11.7								
NBC CARTER/MONDALE POLIT.-THU(S)	1	10.55-11.00PM	10.45	11,900	15.3	10,430	13.4	25	13.4								
NBC ED CLARK-PRES.-THU(S)	2	10.55-11.00PM	10.45									14,160	18.2	12,680	16.3	28	16.3
EVENING FRIDAY																	
ABC AMER. LEAGUE CHAMP GM 3(S)	2	8.15-11.53PM	+GRID									29,100	37.4	15,950	20.5	37	
			11.00														22.5
CONT'D																	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS		HOUSEHOLDS	SHARE	HOUSEHOLDS			SHARE	HOUSEHOLDS	SHARE				
				(000)	%	(000)	%	%	%	(000)	%	(000)	%				
EVENING FRIDAY-CONT'D																	
ABC AMER. LEAGUE CHAMP GM 3(S)-CONT'D																	
			11.15											22.5*	43*	22.5	
			11.30													23.5	
			11.45											23.5*	51*	23.4	
			(SUS)														
ABC REAGAN/BUSH COMM. 4(S)	2	11.53-12.06AM	10.45	10,890	14.0	9,960	12.8	27	12.8								
CBS CARTER FOR PRESIDENT-FRI(S)	2	10.56-11.00PM	10.45														
NBC CARTER/MONDALE POLIT.-FRI(S)	1	10.55-11.00PM	10.45	7,160	9.2	6,220	8.0	17	8.0	14,470	18.6	13,460	17.3	32	17.3		
EVENING SATURDAY																	
ABC NAT'L LEAGUE CHAMP GM 4(S)	2	4.23- 8.27PM	→GRID														
			8.15														
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	13,380	17.2	13,380	17.2	32	17.2	33,070	42.5	18,210	23.4	50	25.0		
ABC CARTER/MONDALE COMM. 5(S)	1	10.56-11.00PM	10.45	11,980	15.4	10,580	13.6	28	13.6								
CBS NEWSBREAK-SAT.		8.28- 8.29PM	8.15	9,340	12.0	9,340	12.0	23	12.0	14,320	18.4	14,320	18.4	33	18.4		
CBS CARTER FOR PRESIDENT-SAT(S)	1	10.56-11.00PM	10.45	10,810	13.9	9,340	12.0	25	12.0	11,440	14.7	11,440	14.7	26	14.7		
NBC NBC NEWS UPDATE-SAT.	1	9.02- 9.03PM	9.00	10,040	12.9	10,040	12.9	24	12.9								
	2	9.07- 9.10PM	9.00														
NBC REAGAN/BUSH POLITICAL-SAT(S)	2	10.55-11.00PM	10.45							8,170	10.5	8,090	10.4	19	10.4		
										10,190	13.1	8,950	11.5	23	11.5		
EVENING SUNDAY																	
ABC ABC NEWSBRIEF-SUN.		7.58- 7.59PM	7.45	10,740	13.8	10,740	13.8	22	13.8	15,090	19.4	15,090	19.4	32	19.4		
ABC NAT'L LEAGUE CHAMP GM 5(S)	2	8.00-11.55PM	→GRID							36,330	46.7	21,630	27.8	44	31.0		
			11.45											31.8*	62*		
ABC CARTER/MONDALE COMM. 6(S)	1	10.55-11.00PM	10.45	10,580	13.6	8,560	11.0	20	11.0								
ABC REAGAN/BUSH COMM. 5(S)	1	10.50-10.54PM	10.45	10,970	14.1	10,270	13.2	24	13.2								
ABC NAT'L LEAGUE CHAMP POST(S)	2	11.55-12.06AM	→GRID							16,880	21.7	16,490	21.2	51	20.3		
			12.00														
CBS CBS NFL FOOTBALL GAME 2	1	4.10- 7.14PM	→GRID	20,150	25.9	8,010	10.3	22	14.6								
			7.00														
CBS 60 MINUTES	1	7.14- 8.14PM	→GRID	26,060	33.5	18,670	24.0	40	24.6								
			8.00														
CBS PERFECT MATCH(S)	1	8.14-10.14PM	→GRID	22,250	28.6	15,020	19.3	29	20.5								
			10.00														
CBS NEWSBREAK-SUN.	2	8.58- 8.59PM	8.45							9,340	12.0	9,340	12.0	18	12.0		
	1	9.08- 9.09PM	9.00	14,160	18.2	14,160	18.2	27	18.2								
CBS ALICE	1	10.14-10.44PM	→GRID	12,680	16.3	11,050	14.2	22	14.0								
			10.30														
CBS JEFFERSONS	1	10.44-11.14PM	→GRID	14,550	18.7	11,670	15.0	29	15.9								
			11.00														
CBS REAGAN FOR PRESIDENT-SUN(S)	2	10.56-11.00PM	10.45							7,860	10.1	6,770	8.7	14	8.7		
NBC NFL FOOTBALL GAME 2-NBC	2	4.14- 6.50PM	→GRID							25,050	32.2	11,670	15.0	33			
	2	6.59- 7.14PM															
			7.00													14.4	

OTHER PROGRAMS

WFSB-TV NATIONAL TV AUDIENCE ESTIMATES										OTHER PROGRAMS									
				WEEK 1							WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING SUNDAY-CONT'D																			
NBC DISNEY'S WONDERFUL WORLD	2	7.14 9.14PM	+GRID 9.00								24,430	31.4	13,620	17.5	28				
NBC NBC NEWS UPDATE-SUN.	1	8.58- 8.59PM	8.45	14,160	18.2	14,160	18.2	27	18.2							20.9			
	2	9.12- 9.13PM	9.00																
NBC ED CLARK-PRES.-SUN.(S)	2	11.09-11.14PM	11.00								13,690	17.6	13,690	17.6	26	17.6			
NBC DECISION '80-SUN	2	11.44-12.14AM	+GRID 12.00								13,380	17.2	12,210	15.7	26	15.7			
											3,500	4.5	2,570	3.3	9	3.4			
EVENING MONDAY-FRIDAY																			
ABC ABC NEWSBRIEF-M-F	2	>	8.00								12,600	16.2	12,760	16.4	28	15.4	M-F		
	1	>	8.15	11,440	14.7	11,590	14.9	24	13.1	M-F						16.1	TU		
			8.45						16.8	MON.						18.1	MON.		
			9.45						14.3	TU-TH									
ABC ABC NEWS:NIGHTLINE T-TH		>	11.30								7,240	9.3	6,610	8.5	33	10.6	TU-TH		
			11.45	7,700	9.9	6,920	8.9	27	9.1	TU-TH						9.6	TU&TH		
			12.00						8.5	TU-TH						9.1	TU&TH		
			12.15													7.8	TU&TH		
			12.30													7.2	WED.		
			12.45													6.2	WED.		
ABC FRIDAYS	1	11.30-12.40AM	11.30	9,180	11.8	5,290	6.8	23	8.7	FRI.									
			11.45				8.2*	24*	7.7	FRI.									
			12.00						6.2	FRI.									
			12.15				5.9*	21*	5.5	FRI.									
			12.30						5.5	FRI.									
ABC CHARLIE'S ANGELS-11.30	1	11.50-12.57AM	11.45	5,450	7.0	3,730	4.8	20	5.2	THU.									
			12.00						5.1	THU.									
			12.15				4.9*	19*	4.8	THU.									
			12.30						4.6	THU.									
			12.45				4.4*	24*	4.1	THU.									
ABC LOVE BOAT-11.30	1	11.51-12.58AM	11.45	5,290	6.8	3,730	4.8	23	5.3	WED.									
			12.00						4.9	WED.									
			12.15				5.0*	23*	5.1	WED.									
			12.30						4.7	WED.									
			12.45				4.5*	25*	4.2	WED.									
ABC TUESDAY MOVIE-WEEK-PART 1	1	11.50- 1.01AM	11.45	4,900	6.3	2,960	3.8	17	4.8	TUE.									
	2	12.05- 1.16AM	12.00						4.1	TUE.	5,370	6.9	3,420	4.4	24	6.0	TUE.		
			12.15				3.8*	16*	3.6	TUE.				5.3*	23*	4.8	TUE.		
			12.30						3.4	TUE.						4.2	TUE.		
			12.45				3.4*	18*	3.3	TUE.				4.0*	23*	3.8	TUE.		
			1.00						3.2	TUE.						3.6	TUE.		
			1.15													3.6	TUE.		
ABC CHARLIE'S ANGELS-11.30	2	12.18- 1.26AM	12.15								4,360	5.6	3,190	4.1	22	4.7	THU.		
			12.30													4.3	THU.		
			12.45													4.2	THU.		
			1.00													3.8	THU.		
			1.15													3.4	THU.		
ABC ABC NEWS:NIGHTLINE MON CONT'D	1	12.30-12.55AM	12.30	4,430	5.7	3,730	4.8	24	5.2	MON.									

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OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY-FRIDAY-CONT'D																	
ABC ABC NEWS:NIGHTLINE MON-CONT'D	2	12.48- 1.08AM	12.45 1.00						4.3	MON.	3,500	4.5	3,350	4.3	25	4.5 3.9	MON. MON.
ABC POLICE WOMAN THU.	1	12.57- 1.33AM	12.45 1.00 1.15 1.30	3,190	4.1	2,800	3.6	24	4.0 3.7 3.4 3.3	THU. THU. THU. THU.							
ABC POLICE WOMAN WED.	1	1.33- 2.06AM	(SUS)														
	1	12.58 1.09AM	12.45 1.00	2,720	3.5	2,650	3.4	21	3.5 3.4	WED. WED.							
ABC POLICE WOMAN THU.	2	1.26- 1.44AM	1.15 1.30								2,330	3.0	2,260	2.9	22	3.0 2.8	THU. THU.
ABC TUESDAY MOVIE-WEEK-PART 2	2	1.44- 2.35AM	(SUS)														
	2	1.16- 1.29AM	1.15								2,410	3.1	2,330	3.0	23	3.0	TUE.
	2	1.29- 2.18AM	(SUS)														
CBS NEWSBREAK-M-F	1	>	8.15 8.30	11,200	14.4	10,740	13.8	23	9.7 22.5	M-F TU-F							
	2	>	8.45						13.1	TU-F	9,960	12.8	9,960	12.8	20	12.8	M-F
CBS CAMPAIGN COUNTDOWN-WED(S)	1	11.30-12.03AM	11.30	6,220	8.0	4,900	6.3	21	6.5	WED.							
	2	11.30-12.02AM	11.30 11.45 12.00						6.1 5.8	WED. WED.	5,290	6.8	4,360	5.6	15	6.1 5.2 5.0	WED. WED. WED.
CBS CARTER FOR PRESIDENT-MON(S)	1	11.30-11.34PM	11.30	7,240	9.3	6,460	8.3	23	8.3	MON.							
CBS LATE MOVIE I		>	11.30 11.45 12.00 12.15 12.30 12.45 1.00 1.15	6,920	8.9	4,510	5.8	22	7.1 6.7 5.9 5.2 4.7 4.2 4.0	M-F MTUTHF M-F M-F M-F M-F WED.	6,220	8.0	4,120	5.3 6.3*	21 19*	6.2 6.2 5.3 5.1 4.9 3.7 3.5 3.4	M-TH MTUTH M-TH M-TH M-TH M-TH WED. WED.
CBS NBA ON CBS(S)	2	11.30- 2.01AM	11.30 11.45 12.00 12.15 12.30 12.45 1.00 1.15 1.30 1.45 2.00								6,300	8.1	2,490	3.2 4.7*	12 11*	5.2 4.3 3.8 3.6 3.2 2.6 2.5 2.4 2.5 2.5	FRI. FRI. FRI. FRI. FRI. FRI. FRI. FRI. FRI. FRI. FRI.
CBS REAGAN FOR PRES.-TUE-1130(S)	2	11.30-11.34PM	11.30								5,760	7.4	5,370	6.9	20	6.9	TUE.
CBS LATE MOVIE II		>	12.30 12.45 1.00	3,580	4.6	2,650	3.4	20	4.1 3.8 3.3	MTUTHF MTJTHF MTJTHF	3,500	4.5	2,960	3.8	25	4.5 4.1 3.7	MTUTH MTUTH MTUTH
CONT'D																	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS			
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %		
EVENING MONDAY-FRIDAY-CONT'D																				
CBS LATE MOVIE II-CONT'D			1.15						3.1*	20*	2.9	MTUTHF					3.6*	25*	3.5	MTUTH
CBS PROMO FILL-THU-1(SUS)	1	12.38-12.45AM	12.30									THU.								THU.
	2	12.35-12.45AM	12.30																	
CBS PROMO FILL-WED(SUS)	1	1.10- 2.06AM	1.00									WED.								
CBS PROMO FILL-FRI(SUS)	1	1.26- 1.54AM	1.15									FRI.								
CBS PROMO FILL-MON(SUS)	1	1.27- 1.58AM	1.15									MON.								
	2	1.24- 1.53AM	1.15																	
CBS PROMO FILL-THU-2(SUS)	1	1.19- 1.50AM	1.15									THU.								MON.
	2	1.22- 1.51AM	1.15																	
CBS PROMO FILL-TUE(SUS)	2	1.27- 2.29AM	1.15																	THU.
CBS PROMO FILL-WED(SUS)	2	1.17- 2.00AM	1.15																	TUE.
CBS PROMO-FILL-TUE(SUS)	1	1.26- 2.44AM	1.15									TUE.								WED.
NBC NBC NEWS UPDATE M-F		>	8.45	14,000	18.0	14,000	18.0	29	18.4	M-F		15,170	19.5	15,170	19.5	30	18.8	M-F		
			9.00						16.6	TUE.							22.4	TUE.		
NBC TOMORROW SHOW 1	1	>	11.30	4,360	5.6	3,730	4.8	22	7.9	M-TH										
			11.45						7.9	M-TH										
			12.30						6.8	MON.										
			12.45						4.2	TU-TH										
									3.5	TU-TH										
NBC TONIGHT SHOW		11.30-12.30AM	11.30	8,790	11.3	5,450	7.0	24	8.3	TU-F	7,240	9.3	4,360	5.6	19	7.0	M-F			
			11.45						7.2	TU-F						5.8	M-F			
			12.00						6.7	TU-F						5.6	M-F			
			12.15						6.2*	25*						5.3*	20*			
			12.30						5.8	TU-F						4.9	M-F			
			12.45													3.9	MON.			
NBC TOMORROW SHOW-2	1	>	12.00	3,190	4.1	2,330	3.0	19	5.9	M-TH						3.8*	20*		MON.	
			12.15						4.7	MON.										
			12.30						4.1	MON.										
			12.45						4.1	MON.										
			1.00						2.9	TU-TH										
			1.15						2.4	TU-TH										
			1.30						2.2	TU-TH										
			1.45						1.9	TU-TH										
NBC MIDNIGHT SPECIAL	1	VARIOUS TIMES (SUS)	12.30	4,980	6.4	2,650	3.4	19	4.2	FRI.	5,060	6.5	2,720	3.5	18	3.7	FRI.			
			12.45						3.7	FRI.						3.7*	16*	3.7	FRI.	
			1.00						3.5	FRI.						3.7	FRI.			
			1.15						3.2	FRI.						3.6*	18*	3.4	FRI.	
			1.30						3.0	FRI.						3.5	FRI.			
			1.45						2.9	FRI.						3.3*	20*	3.0	FRI.	
NBC TOMORROW SHOW-1	2	>	12.30								2,880	3.7	2,330	3.0	18	3.5	M-TH			
			12.45													2.8	M-TH			
			1.00													2.7	MON.			
			1.15													2.5	MON.			
NBC NBC SAT NITE LIVE(S)	1	1.00- 2.16AM	1.00	3,030	3.9	1,710	2.2	20	2.6	MON.										
CONT'D			1.15						2.4	MON.										

OTHER PROGRAMS

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OTHER PROGRAMS

				WEEK 1				WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%			SHARE %	HOUSEHOLDS (000)	%	SHARE %		
DAY MONDAY-FRIDAY-CONT'D															
ABC NAT'L LEAGUE CHAMP GM 3(S)-CONT'D			4.00												
			4.15												
			4.30												
			4.45												
			5.00												
			5.15												
			5.30												
			5.45												
			6.00												
			6.15												
ABC FYI-3.58(SUS)		3.58- 3.59PM	3.45												
ABC REAGAN/BUSH COMM. 1(S)	2	3.54- 4.00PM	3.45												
ABC NAT'L WEST DIV. CHAMP(S)	2	4.00- 7.30PM	4.00												
			4.15												
			4.30												
			4.45												
			5.00												
			5.15												
			5.30												
			5.45												

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OTHER PROGRAMS

				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
DAY MONDAY-FRIDAY-CONT'D																	
NBC CARTER/MONDALE POLIT.-WED(S)	2	1.55- 2.00PM	1.45														
NBC CARTER/MONDALE POLIT.-MON(S)	1	2.55- 3.00PM	2.45	4,360	5.6	4,280	5.5	20	5.5	MON.	4,430	5.7	4,120	5.3	20	5.3	WED.
DAY SATURDAY																	
ABC GREATEST SUPERFRIENDS-1	1	8.00- 8.28AM	→GRID 8.15	3,500	4.5	2,720	3.5	24									
									4.0								
ABC SCHOOLHOUSE ROCK-8.56AM		8.56- 8.59AM	8.45	3,730	4.8	3,350	4.3	22	4.3		5,060	6.5	4,510	5.8	29	5.8	
ABC SCHOOLHOUSE ROCK-9.26AM		9.26- 9.29AM	9.15	4,670	6.0	4,590	5.9	27	5.9		4,980	6.4	4,820	6.2	27	6.2	
ABC SCOOPY & SCRAPPY DOO-1(S)	1	9.30- 9.57AM	→GRID	5,290	6.8	4,750	6.1	27									
	2	9.30- 9.58AM	→GRID 9.45						6.4		6,070	7.8	5,060	6.5	30		6.4
									6.1								
ABC SCHOOLHOUSE ROCK-10.26AM		10.26-10.29AM	10.15	4,900	6.3	4,750	6.1	29	6.1		5,450	7.0	5,130	6.6	29	6.6	
ABC DEAR ALEX & ANNIE-11.55AM		11.55-11.59AM	11.45	4,430	5.7	3,500	4.5	21	4.5		4,280	5.5	3,580	4.6	19	4.6	
ABC NCAA FOOTBALL GAME	2	12.45- 4.11PM	→GRID								23,110	29.7	9,020	11.6	39		
	1	1.45- 4.53PM	→GRID 4.00 4.45	15,950	20.5	6,850	8.8	30								17.1	
							9.6*	28*	9.8								
ABC NAT'L LEAGUE CHAMP PRE 4(S)	2	4.11- 4.23PM	→GRID 4.15								12,990	16.7	12,910	16.6	46	16.8	
ABC NCAA FOOTBALL POST GAME	1	4.53- 5.05PM	→GRID 5.00	6,610	8.5	6,690	8.6	25	8.2								
CBS SUNRISE SEMESTER SAT(SUS)		6.30- 7.00AM	6.30														
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,570	3.3	2,330	3.0	22	3.0		3,500	4.5	3,420	4.4	30	4.4	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	3,580	4.6	3,190	4.1	23	4.1		4,900	6.3	4,670	6.0	30	6.0	
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	5,290	6.8	5,130	6.6	30	6.6		6,380	8.2	6,150	7.9	35	7.9	
CBS IN THE NEWS- 9.59AM		9.59-10.02AM	9.45 10.00	6,220	8.0	6,150	7.9	34	7.9 7.9		7,160	9.2	7,080	9.1	37	9.2 9.0	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	4,430	5.7	4,200	5.4	22	5.4		5,130	6.6	4,980	6.4	26	6.4	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	4,360	5.6	4,050	5.2	22	5.2		5,290	6.8	4,980	6.4	26	6.4	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,280	5.5	3,730	4.8	20	4.8		4,670	6.0	4,280	5.5	23	5.5	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	4,430	5.7	4,200	5.4	21	5.4		5,290	6.8	4,750	6.1	23	6.1	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	5,520	7.1	5,370	6.9	26	6.9		5,680	7.3	5,290	6.8	24	6.8	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	6,220	8.0	5,680	7.3	26	7.3		5,520	7.1	4,820	6.2	21	6.2	
CBS CARTER FOR PRESIDENT-SAT(S)	2	5.54- 5.59PM	5.45								4,510	5.8	3,890	5.0	11	5.0	
CBS REAGAN FOR PRESIDENT-SAT(S)	1	5.54- 5.59PM	5.45	5,060	6.5	4,430	5.7	15	5.7								
NBC TIME OUT-8:28AM		8.28- 8.30AM	8.15	2,490	3.2	2,410	3.1	25	3.1		2,490	3.2	2,490	3.2	24	3.2	
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	3,580	4.6	3,420	4.4	26	4.4		3,890	5.0	3,810	4.9	25	4.9	
NBC TIME OUT-9:28AM		9.28- 9.30AM	9.15	4,590	5.9	4,510	5.8	27	5.8		4,280	5.5	4,120	5.3	24	5.3	
NBC ASK NBC NEWS-9:58AM		9.58-10.00AM	9.45	4,280	5.5	4,200	5.4	24	5.4		4,670	6.0	4,590	5.9	25	5.9	
NBC TIME OUT-10:28AM		10.28-10.30AM	10.15	4,050	5.2	3,810	4.9	21	4.9		4,120	5.3	3,810	4.9	20	4.9	
NBC ASK NBC NEWS-10:58AM		10.58-11.00AM	10.45	4,050	5.2	3,970	5.1	22	5.1		3,350	4.3	3,350	4.3	18	4.3	

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DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY SATURDAY-CONT'D																	
NBC TIME OUT-11:28AM		11.28-11.30AM	11.15	4,280	5.5	4,120	5.3	23	5.3		4,280	5.5	4,120	5.3	21	5.3	
NBC ASK NBC NEWS-11:58AM		11.58-12.00NN	11.45	5,060	6.5	4,900	6.3	26	6.3		4,670	6.0	4,590	5.9	24	5.9	
NBC TIME OUT-12:28PM		12.28-12.30PM	12.15	3,190	4.1	3,110	4.0	16	4.0		3,970	5.1	3,810	4.9	19	4.9	
NBC NBC MAJOR LEAGUE PRE GAME	1	2.00- 2.19PM	-GRID 2.15	3,580	4.6	3,110	4.0	15	3.8								
DAY SUNDAY																	
ABC KIDS ARE PEOPLE TOO I	1	10.30-11.04AM	-GRID	2,180	2.8	1,870	2.4	11			2,800	3.6	2,570	3.3	15		
	2	10.30-11.01AM	-GRID 11.00						2.6							3.0	
ABC DEAR ALEX & ANNIE-11.26AM		11.26-11.29AM	11.15	2,800	3.6	2,650	3.4	15	3.4		2,490	3.2	2,490	3.2	14	3.2	
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	1,870	2.4	1,790	2.3	10	2.3		2,410	3.1	2,410	3.1	12	3.1	
CBS IN THE NEWS- 8.26AM-SUN.		8.26- 8.29AM	8.15	540	.7	540	.7	10	.7		700	.9	700	.9	11	.9	
CBS IN THE NEWS- 8.56AM-SUN.		8.56- 8.59AM	8.45	620	.8	540	.7	6	.7		1,090	1.4	1,010	1.3	10	1.3	
CBS CBS NFL FOOTBALL POST(B)	2	4.12- 4.19PM	4.00 4.15								3,350	4.3	2,720	3.5	8	3.7 3.4	
NBC NFL FOOTBALL GAME 1-NBC	1	1.00- 4.01PM	-GRID	22,170	28.5	11,130	14.3	38			20,070	25.8	10,110	13.0	34		
	2	1.00- 4.10PM	-GRID 4.00						13.0							14.0	
NBC NFL FOOTBALL POST 2-NBC	2	6.53- 6.59PM	6.45								7,390	9.5	6,610	8.5	17	8.5	